

NOVEMBER 1, 1952

# MOTION PICTURE HERALD

What Price Theatre TV?

**\$60,000,000 FOR  
9-CITY NETWORK**

1952-53 ALMANAC OFF THE PRESS

**REVIEWS** (*In Product Digest*): IT GROWS ON TREES, BLOODHOUNDS OF BROADWAY, HANGMAN'S KNOT, MONTANA BELLE, RIDE THE MAN DOWN, VOODOO TIGER, THUNDER IN THE EAST, THE BERLINER

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**"What have I got that  
nobody else has?"**

*(Exhibitors know the answer—on next page)*

**"HERE'S WHAT YOU'VE GOT, LEO!"**

**You've got "IVANHOE"** (Tech.)

The Picture of the Century!

**You've got "THE MERRY WIDOW"** (Tech.)

The saucy musical that gets the gravy!

**You've got "BECAUSE YOU'RE MINE"** (Tech.)

The show for which they stand on line!

**You've got "PLYMOUTH ADVENTURE"** (Tech.)

The Thanksgiving spectacle for a holiday clean-up!

**and "MILLION DOLLAR MERMAID"** (Tech.)

The Miracle Musical to celebrate New Years!

**You've got "THE PRISONER OF ZENDA"** (Tech.)

Another Action-Attraction from the "Ivanhoe" company!

**and "THE BAD AND THE BEAUTIFUL"**

The All-Star Triumph headed for the 10-Best list!

**You've got "LILI"** (Tech.)

The Picture of Enchantment!

**You've got "ABOVE AND BEYOND"**

The love story behind The Billion Dollar Secret!

You've got "THE NAKED SPUR" and "THE STORY OF THREE LOVES" and "SOMBRERO" and "NEVER LET ME GO" and more BIG ONES than there's space for.

**YES LEO, YOU'VE GOT WHAT IT TAKES!**

# Next Big Warner Trade Show

When they sing...your heart dances!

When they dance...your

-- and  
that's  
the  
way  
feel  
New



ALBANY  
Warner Screening Room  
110 N. Pearl St. • 8:00 P.M.

ATLANTA  
20th Century Fox Screening Room  
197 Walton St. N.W. • 2:00 P.M.

BOSTON  
RKO Screening Room  
122 Arlington St. • 2:30 P.M.

BUFFALO  
Paramount Screening Room  
464 Franklin St. • 8:00 P.M.

CHARLOTTE  
20th Century Fox Screening Room  
308 S. Church St. • 2:00 P.M.

CHICAGO  
Warner Screening Room  
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI  
RKO Palace Th. Screening Room  
Police Th. Bldg. E. 4th • 8:00 P.M.

CLEVELAND  
Warner Screening Room  
2300 Payne Ave. • 8:30 P.M.

DALLAS  
20th Century Fox Screening Room  
1803 Wood St. • 2:00 P.M.

DENVER  
Paramount Screening Room  
2100 Steely St. • 2:00 P.M.

DES MOINES  
Paramount Screening Room  
1125 High St. • 12:45 P.M.

DETROIT  
Film Exchange Building  
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS  
20th Century Fox Screening Room  
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE  
Florida Theatre Bldg. Sc. Rm.  
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY  
20th Century Fox Screening Room  
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES  
Warner Screening Room  
2025 S. Vermont Ave. • 2:00 P.M.

w Nov. 12

heart sings!

to  
on  
Years!

DORIS  
DAY

RAY

BOLGER

in

# April in Paris

with CLAUDE DAUPHIN  
IN COLOR BY  
TECHNICOLOR

AND  
EVE MILLER • GEORGE GIVOT • PAUL HARVEY • JACK ROSE AND MELVILLE SHAVELSON

WRITTEN BY  
Song "April in Paris", Lyrics by E. Y. Harburg, Music by Vernon Duke  
Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke

Musical Direction by Ray Heindorf

PRODUCED BY  
WILLIAM JACOBS • DAVID BUTLER

DIRECTED BY

WILLIAM JACOBS • DAVID BUTLER

Musical Numbers Staged and Directed by LeRoy Prinz

Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke

Musical Direction by Ray Heindorf

PRODUCED BY  
WILLIAM JACOBS • DAVID BUTLER



MEMPHIS  
20th Century-Fox Screening Room  
151 Vance Ave. • 12:15 P.M.

MINNEAPOLIS  
Warner Screening Room  
1000 Corrie Ave. • 2:00 P.M.

NEW ORLEANS  
20th Century-Fox Screening Room  
200 S. Liberty St. • 8:00 P.M.

OKLAHOMA  
20th Century-Fox Screening Room  
10 North Lee St. • 1:30 P.M.

PHILADELPHIA  
Warner Screening Room  
230 No. 13th St. • 2:30 P.M.

PORTLAND  
Jewel Box Screening Room  
1947 N.W. Kearney St. • 2:00 P.M.

SAN FRANCISCO  
Paramount Screening Room  
205 Golden Gate Ave. • 1:30 P.M.

ST. LOUIS  
Screenco Screening Room  
3143 Olive St. • 1 P.M.

WASHINGTON  
Warner Theatre Building  
13th & E. Sts. N.W. • 7:30 P.M.

MILWAUKEE  
Warner Theatre Screening Room  
212 W. Wisconsin Ave. • 2:00 P.M.

NEW HAVEN  
Warner Theatre Projection Room  
70 College St. • 2:00 P.M.

NEW YORK  
Home Office  
321 W. 44th St. • 2:15 P.M.

OMAHA  
20th Century-Fox Screening Room  
1502 Davenport St. • 1:30 P.M.

PITTSBURGH  
20th Century-Fox Screening Room  
1715 Blvd. of Allies • 1:30 P.M.

SALT LAKE  
20th Century-Fox Screening Room  
216 East 1st South • 2:00 P.M.

# 54 DAYS TILL CHRISTMAS!

ALL THESE GREAT 20th ATTRACTIONS AVAILABLE FOR THE HOLIDAYS!

*The Greatest Musical Show on Earth!*



*Another Great Story  
by the Author of "Rebecca"!*



*Sensation of the Industry!*



Starring  
Gregory Peck • Susan Hayward • Ava Gardner

*The Big Musical About The Bad Girl of Show Business!*



*Jennifer Jones' Biggest Smash Since "Duel in the Sun"!*



A Bernhard-Vidor Production • Released by 20th Century-Fox

**THERE'LL BE  
NO XMAS  
LIKE A 20th  
CENTURY-FOX  
XMAS!**



# MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

Vol. 189, No. 5



MARTIN QUIGLEY, JR., Editor

November 1, 1952

## Allied and Unity

**I**N view of the number and importance of current industry problems it is not surprising that exhibitor organization conventions have been attracting large registrations. Allied States Association's annual convention at the Morrison Hotel in Chicago November 17-19 may well set an industry record. This is likely not only because the Allied Convention is being held with the TESMA and TEDA conventions and the TESMA trade show, but also on account of the wide interest in topics to be discussed and the promise that every exhibitor with something to say will have an opportunity to do so either at one of the general sessions or at a "film clinic," now a feature at Allied meetings.

From a trade point of view principal advance attention is focused on the proposed arbitration scheme and on the suggestion by Col. H. A. Cole, veteran Allied leader, that Allied withdraw all its men from posts of leadership in intra-industry organizations. It is expected that Allied will approve continuation of exhibitor members' contributions to COMPO. It will surely support the campaign for repeal of the federal Admission Tax.

Undoubtedly Colonel Cole would not have taken the position which he has unless he felt that his patience and that of other members of Allied had been sorely tried. Yet it is to be hoped that between now and the time of the Allied board of directors meeting in Chicago, November 15-16, the ranks of the leaders in the industry movements will close once again so that the threatened action will not take place.

■ ■ ■

## Wheels Turn at RKO

**O**CTOBER 27 was a significant day for the new management of RKO Pictures. Then on the West Coast "Split Second," Mr. Edmund Grainger, producer, went before the cameras. This is the first picture on which production commenced at the RKO studios since last June.

Meanwhile in New York Mr. Arnold Grant, chairman of the board, presented to the press principal members of his "executive team" charged with carrying out the reorganization of the company's domestic and foreign activities. First priority has been assigned to trimming the current \$100,000 per week operating loss and then to get the maximum possible return from the sixteen features completed—but not yet released. It is recognized, however, that the final verdict on the success of the revitalization process will be determined by the quality of pictures made at the RKO studio. The future is being faced with determination and measured confidence.

The task of executing some of the new administration's plans was complicated by the situation under which three new members of the board of directors and key

figures in the purchasing syndicate resigned. Remaining members of the board must choose qualified and acceptable replacements. So far as is known the original purchasing group plans to maintain its stock interest in the company. The board of directors is not expected to take action for months in electing a new president. The responsibility and the authority for executive direction of RKO are in Mr. Grant's hands.

From present indications RKO will remain for some time a favorite topic of conversation in industry circles. There is inevitable speculation about the terms and conditions of Mr. Howard Hughes' projected \$8,000,000 loan to RKO; what group will emerge next June from the annual stockholders' meeting in control of the board of directors; and, perhaps of most immediate importance, who will be put in charge of the studio. For RKO to survive and prosper in its proper place as a major factor in the American motion picture scene, it must make and distribute a full line of features of suitable box office drawing power.

■ ■ ■

## COMPO Enrollment

**T**HE exhibitors of the country have made a sterling record by cooperating so wholeheartedly in the COMPO membership drive. Already 13,000 theatres have enrolled and the names of others are being added daily. Apart from a few well known holdouts, the theatres already signed up comprehensively represent exhibition in the forty-eight states. The very size of the total shows that the small theatre and small circuit operators as well as those in larger situations, have seen what COMPO can mean for the industry as a whole. Each has been glad to voluntarily contribute his "fee." Exhibitor contributions are, of course, to be matched dollar for dollar by the distributors.

The comparatively small number of exhibitors who have not yet pledged their contributions to COMPO have an obligation to do so promptly. Every theatre in the land shares proportionally in the benefits to be derived from COMPO's activities. Each should bear its share of the costs. More than the few dollars involved is the importance of belonging to the organization in order to justly feel a part of it.

To the film salesmen should go the appreciation of the industry for their fine work in mustering COMPO contributions. For this work the general sales managers of the distributors put their staffs under the direction of Mr. Robert W. Coyne, special counsel of COMPO. Working through committees in every exchange district he coordinated the drive. Of note is the fact the total number of theatres enrolled in COMPO compares favorably with the highest total that pledged cooperation to the War Activities Committee during World War II.

# Letters to the Herald

## Capital Investment

TO THE EDITOR:

It has previously been argued long and loud that the exhibitor should spend more money advertising and devote more personal ingenuity and effort to the sale of pictures. You now use a whole page advocating that he should also make a very considerable capital investment either to improve or just merely to change his theatre.

These two things, of course, simply mean that the theatre should contribute a larger part of the gross which results from the theatre-film combination, and at considerable additional cost.

When the exhibitor has done all of these things, he will then do one or more of the following:

1. Continue to pay for film the same percentage of the gross, even though his own contribution to the gross had become greater.

2. Continue to be faced with the "roadshow" pictures, with "Gone With the Wind" terms and without "Gone With the Wind" possibilities or results.

3. Perhaps get into a bidding situation where the theatre with the least overhead and least cost can out-bid him on those pictures which can do business in almost any theatre.

4. Continue to pay a sales tax of 20 per cent on the additional business, if any, created through his effort and through his investment.

5. Divide on more or less a 50/50 basis on any profit he might make if he should be lucky enough to jump over these hurdles to a profit.

As long as the present sales policies and the present tax rates exist, it is hard to see that this capital expenditure advocated by you is advisable on a major scale.

Many have had the experience of replacing a rather poor with a very fine theatre, having the percentage terms remain the same, and wind up paying a great deal more dollar film rental and losing where the poorer theatre once was profitable. The experience is not very encouraging.—*Ole Timer, Georgia.*

## Maintenance and Service

TO THE EDITOR:

It is with great concern that I continually read in the trade magazines of our business the attacks made upon Hollywood by the various exhibitor organizations and exhibitor leaders.

Hollywood, since the drop in business in

## AMEN TO JOHN DOE

TO THE EDITOR:

*Just want to write "Amen" to John Doe's very accurate letter. [Herald, October 11] John Doe is an ideal signature to the letter because the circumstances apply to so many situations.—*

*JACK BOMAR, Wren Theatres, Little Rock, Ark.*

the past few years, has continually been singled out for the entire drop in motion picture attendance. I believe that if these big exhibitor heads would stop and take inventory as to the operation of their own theatres, before throwing cannon balls at the producers, a lot more could be realized.

The majority of the theatres in the metropolitan area are a physical disgrace; unclean, unkempt, completely lacking in modern appearance; no semblance whatsoever insofar as staff and decorum are concerned; the word "service" is as foreign as the north pole; the words "advertising budget" are a nonentity in the theatre manager's manual, and the only concern that gets attention from exhibitor heads are the concessions—sell popcorn, and plenty of intermissions.

One big circuit here in New York, advertising 60 theatres daily, has an ad that would require a pair of binoculars to ascertain the attractions, while at the same time, a local television appliance shop spends more in a week than some circuits spend in a year in newspaper advertising.

There is no question that there is room for improvement in Hollywood, but I believe producers are making every effort in regard to budget, new ideas, proper casting, location on the spot shooting, and other methods to create diversified types of film entertainment. I believe one of the problems of Hollywood is the middle type production. This type picture, unfortunately, has no room in theatre booking. The "A" picture unquestionably can take care of itself, and the "B" picture can always be used as a second feature where double features are necessary, but the middle feature is one which requires elimination.

The exhibitors, instead of their continual ranting and shouting about Hollywood, should permit managers nominal budgets for advertising and displays, should maintain adequate house staffs, and service

should be the keynote. No detail should be lacking in comfort and atmosphere once the patron enters the theatre.

The sheer hypocrisy attached to the largest city in the world—New York—loaded with cheap theatre operation is a disgrace and reflection upon our industry.—*District Supervisor, New York City Circuit.*

## Silent Partner

TO THE EDITOR:

I am being robbed every day. I know it and I don't like it.

I have a silent partner who has no investment and does no work, but makes more money out of my business than I do. I refer to Uncle Sam and the Federal sales tax of 20 per cent.

Every dollar that comes into my box office window is ear-marked for 20 cents tax before I get it, whether I make any money or not. The tax collector never has a losing day—he gets his every day. If I have a bad, cold, rainy day and take in \$20, the tax collector gets \$4 and I lose \$30, due to the fact that I have a daily overhead which includes salaries, light, heat, water, express, advertising and film rental.

The tax collector says, "You don't pay this tax, you just add it on and send it in." That is a lot of baloney. You can only get your admission so high and you price yourself out of business. So you go for a price you can get and Uncle Sam takes the profit while you hold the sack. You just can't make two profits—one for you and one for the tax collector.

If I had a gas, water or light franchise I could add on the tax and make a profit for myself too, but people don't have to go to the show. If I get my admission too high they stay home.

I collect 22 per cent state and Federal tax on every sale. The restaurant across the street collects two per cent, while the barber shop next door collects nothing—which is very unfair to me. I wouldn't be any worse off if someone stuck a gun in my belly and said, "I'm one of the Capone Boys, and I am chiseling into your business for 20 per cent of the take. You send it to me every month on the 15th, whether you make any money or not, and if you don't I'll blow you up—I'll put you out of business."

I haven't made any money for three years. I am being robbed every day. I know it, and I am mad as Hell. I would even vote for Mickey Mouse to get a change in present administrative policies.—*Oklahoma Theatre Manager.*

## MOTION PICTURE HERALD

November 1, 1952

## ON THE HORIZON

FCC told cost of nine-city theatre TV net  
\$60,000,000 Page 12

RKO team now "ready"; company announces nine release dates Page 16

TERRY RAMSAYE Says—A column of comment on matters cinematic Page 20

TRI-STATES exhibitor unit elects Roundtree president Page 20

ALLIANCE circuit voices \$1,500,000 faith in industry Page 22

TAX fight carried straight through to national Election Day Page 22

JERRY WALD named vice-president at Columbia studio Page 24

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FILMS still public choice, TV or no TV, survey shows Page 32

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theatre television engineering standards proposed by the industry and the estimated transmission costs will be under heavy fire from all sides. Details of last week's hearings are on page 12.

► The Motion Picture Industry Council this week set up machinery in Hollywood for cooperating in a plan, conceived by Leonard Goldensohn, president of United Paramount Theatres, through which exhibitors nationally will be provided with material for local public relations use. Lou Greenspan, former publicist and trade paper editor, has been appointed to coordinate material for exhibitors' use, including news stories, special features, speeches and radio-TV data.

► Fox Wisconsin Theatres and a host of other organizations did something positive about reminding the people of the importance of getting out and voting. They took a full-page two-color ad in the Milwaukee Journal which dramatically depicted the meaning of the voting privilege. Similar ads also ran in town papers. The ads were designed by H. J. Fitzgerald, president and general manager of the circuit.

► Among the revenue possibilities under consideration by the Citizen's Finance Committee in St. Louis is a five per cent tax on admissions to theatres and other places of amusement. The levy, it is estimated, would raise \$500,000 annually. At present, such a tax is levied only on admissions to sports events.

► A request to the Federal Communications Commission for a re-opening of hearings on color television is expected to be made by RCA. Backbone of the request will be new improvements in the RCA color system.

► The initial decision of the Federal Communications Commission's hearing examiner in the United Paramount Theatres-American Broadcasting Company merger case won't be out until mid-November. Objections to it will probably be filed for several weeks afterwards, and then the Commission will make a ruling in the case. All this puts the final decision on the merger considerably later than the early Fall date requested by UPT and ABC.

► Justice Department spokesmen say the anti-trust division is "watching very closely" theatre sales by Schine Theatres, which is already several months late in fulfilling its consent decree divestiture schedule. But the agency officials refuse to say what they are planning to do.

► Early Fall grosses reports suggest dramatically that there may be enough people again, as there were when radio threw its Sunday punch, to go all the way around after all.

# This week in pictures



CONVENTION, in Detroit, of the Allied Theatre Owners of Michigan. In left to right order around the table are John B. Schuyler, president of Delft Theatres; L. O. Griffin, exhibitor; Ernest Conlon, the Allied unit's executive secretary; Otto Ebert, RKO Radio branch manager; John Vlachos, reelected Michigan Allied president; E. J. Pennell, its vice-president; Leon Bamberger, RKO Radio sales promotion manager; and Wilbur Snaper, National Allied president.



CONVENTION, in Jacksonville, of the Motion Picture Exhibitors of Florida. The men above are the new officers for the coming year. In order, they are Hugh Martin, Sr., regional TOA director; Horace Denning, first vice-president; William P. Cumbaa, president; Maurice Hensler, chairman of the board; and B. B. Garner, treasurer. Other officers are Mitchell Wolfson, Florida TOA director; Pete Lucas, secretary; and Bob Cannon, second vice-president.



By the Herald

THE TEAM which will direct the renovated RKO Radio organization, as it was introduced to the press at another special luncheon in New York, Monday. See page 16. In array are Walter Branson, assistant general sales manager; Harry Pimstein, assistant to Arnold Grant; Charles Boasberg, general sales manager; William Clark, treasurer; Mr. Grant, board chairman; Richard Condon, advertising-publicity director; Alfred Crown, foreign sales manager; Robert K. Hawkinson, foreign administration manager; William Zimmerman, legal head; Garrett Van Wagner, comptroller; and Jay Bonafield, RKO Pathé general manager.



PROMOTIONS, at 20th-Fox. The men, and their new titles, are: Edward Solomon, assistant advertising manager; Leo Pillot, assistant exploitation manager; and Ira Tulipan, newspaper publicity contact. All are men of long experience, with the company and with others. Their advancement was announced this week.



INSPECTION TOUR, in Korea, right, by Spyros Skouras, 20th-Fox president. With him, left, is General James A. Van Fleet, 8th Army commander.



PERFORMING GUEST of London's Variety Club was Betty Hutton, below, recently. With her are chief barker Dave Griffiths, Anglo-Amalgamated managing director Nat Cohen; and Associated British managing director D. J. Goodlatte.



By the Herald

AS WARNER BROTHERS made history the other day by having an automobile dealers' convention in its studio. Above, Jack L. Warner, production chief, left, greets Benson Ford, right, of the Ford company, Henry Daniels, western director of the Ford company's Lincoln-Mercury division, and Mrs. Ford.

JOSE FERRER, star of the latest work of John Huston, "Moulin Rouge," a United Artists release, told trade writers the other day in New York the picture will open December 26 in the Wilshire Theatre, Los Angeles, to be eligible for the Academy Awards. Mr. Ferrer will make a personal appearance tour for the picture, he believes.



AT THE HOLLYWOOD PREMIERE of 20th-Fox's "The Snows of Kilimanjaro": California Lt. Gov. Goodwin Knight; Fox West Coast general manager George Bowser; and actress Jeanne Crain.

# SEE \$60,000,000 AS COST OF 9-CITY THEATRE TV

## FCC Hearing Gets Figure from MPA Aide; Resume Testimony January 12

**WASHINGTON:** As the first phase of the Federal Communications Commission hearings wound up Monday it was disclosed that it would cost about \$60,000,000 to build a system that would supply practically all the indoor theatres in nine large Eastern cities with competing theatre television.

It was expected that this information would be part of the testimony to be given by cost expert Manfred Toeppen, but due to an accounting error in the exhibits which were part of his presentation, and which was only discovered last weekend, his appearance was postponed until the resumption of the hearings January 12.

### Toeppen Cost Analyst for MPAA and Exhibitors

Following the close of the hearings Monday, however, a reliable industry informant gave reporters figures on construction and operating costs of the New York City-Washington theatre television system which Mr. Toeppen will present in January. Mr. Toeppen is the cost analyst for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

**The \$60,000,000 figure applies only to building costs. It covers the expense of setting up a New York City-Washington inter-city relay system which would carry three simultaneously competing circuits in the nine cities. However, for the \$60,000,000 figure, theatres would be able to choose from six competing circuits, each with a different program.**

In the \$60,000,000 figure there are three definite construction figures, the spokesman said, including \$1,500,000 as the cost of constructing an intra-city relay system for Washington which would serve 93 theatres in the metropolitan area, and \$650,000 for building the necessary program source links, both mobile and fixed, to pick up programs. The third definite figure, \$3,300,000, covers the cost of constructing the New York-Washington inter-city relay system, to supply nine cities.

### 80% of Cost to Go Into Intra-City Distribution

According to the industry source, the specific Washington figures, taking into account differing engineering and cost problems presented by each city, and including the \$3,300,000 figure, can be extended to total the \$60,000,000 for over-all capital costs. Eighty per cent of the total \$60,000,000

### WOMETCO'S CAPITOL NOW A TV PLANT

**MIAMI:** Wometco Theatres' Capitol, pioneer motion picture showplace of this area, has been converted into a complete television plant for Station WTVJ-TV. Mitchell Wolfson, former Theatre Owners of America president, is president and co-owner of the station.

figure will go into the costs of intra-city distribution for theatres within the nine cities.

Besides New York and Washington, the cities that would be covered by the projected system are Trenton, Philadelphia, Atlantic City, Reading, Allentown, Wilmington and Baltimore.

Operating costs for the system as revealed by qualified industry experts are based on a three-year amortization period for the capital costs. They stress the fact that a high rate of amortization was chosen because some of the equipment probably will wear out rapidly—and that the operating costs therefore will be comparatively high during the three-year amortization period.

### Inter-City Transmission Cost at \$1,600,000 Yearly

The cost of operating the inter-city transmission will run about \$1,600,000 a year; the cost of the Washington intra-city system at \$580,000 yearly, and the cost of the program source link operation at \$250,000 a year.

The operating cost figures cover six hours of operation daily, but the spokesman revealed the costs would not vary too much for three, nine or 12 operating hours.

As the hearings recessed, industry attorneys expressed themselves completely satisfied with the progress of the theatre television case. They cited commissioners, commission staffers, and attorneys for parties in the case who told them that the presentation of the industry case had been "impressive" and "bullet-proof."

Vincent Welch, attorney for MPAA, and Marcus Cohn, attorney for NETTC, declared that although progress would be slow all along in the presentation of the theatre television case, mainly due to the great bulk of testimony, they thought that the first week of hearings had come off very well.

They also noted that the attitude of the commission and the FCC staff, sparked by chairman Paul Walker's blast the opening day at exclusive theatre telecasts of fights, had "improved as the case went along."

The final witness Monday was John W. Clark, who told the commission the Klystron

tube was high-powered enough to provide 900D UHF micro-wave transmission as well as to provide transmission over the broad band which the industry thinks is necessary for theatre television transmission. Answering some doubts expressed by commissioners and staffers as to whether there was equipment available today to do the job the industry wants done, Mr. Clark said the Klystron tube was actually in effective use today. It was expensive, he pointed out, but added that Varian Associates were continuing with research which would eventually cut the price.

Earlier in the hearings Paul Raibourn, president of Paramount Television Productions, Inc., declared that theatre television would be "degraded" to the level of 16mm motion pictures unless its signal can be transmitted over a 10-megacycle band width. He said that the long term success of theatre television depended a great deal on its ability to produce a large-screen television picture that will compare favorably with the 35mm motion picture image to which the public is accustomed.

### Says He Would Recommend 725-Line Definition

Mr. Raibourn declared that on the basis of Paramount's studies in theatre television he would recommend, in addition to the 10 mc. band width, 725 lines definition to provide quality which would be comparable to a 35mm film.

In other hearings the industry asked the FCC to allocate for exclusive use of theatre television the frequencies from 5,925 to 6,285 megacycles, which are currently allocated as common carrier frequencies. This portion of the spectrum must be the backbone of theatre television distribution systems, NETTC consulting engineer Stuart Bailey said, enabling the extension of services over long distances.

### Authorize Construction Of New TV Stations

**WASHINGTON:** The Federal Communications Commission last week authorized the construction of the first post-freeze television stations in Minnesota and Maryland. Grants were made to Great Plains Television Properties, Inc., in which Telenews, Inc. officials hold an interest, for channel 38 in Duluth; and to Monocacy Broadcasting Co., for channel 62, Frederick. Also authorized to go on the air under special temporary authority are Station KDUB-TV, Lubbock, Tex.; and KTBC-TV at Austin. The two will operate on a temporary basis until their construction is completed, when they will be given regular grants.

The commission authorized two additional television stations: Radio Honolulu, Ltd., Honolulu; and KEPO, Inc., El Paso, Tex.

# ADVANCE PREVIEW OF YOUR BIG PACKAGE FOR THE HOLIDAYS.



— From **20th**!

# 20th fills your screen



Songs, dances, girls, parades...it's the  
"Alexander's Ragtime Band" of 1952!



Keep your eyes on Debra Paget and Robert Wagner  
a wonderful new romantic team and great new stars!



In Scotland, Switzerland and Spain  
wherever people live and love,  
Sousa's happy music is beloved!



Decorated in every land! Renowned  
throughout the world! Honored for  
the most stirring music ever played!

THERE'S NO BUSINESS

John Philip Sousa's  
**STARS AND**

NO BUSINESS

# with Christmas cheer!



"Springtime In New York" one of the spectacular production numbers of STARS AND STRIPES FOREVER.



There's something for everybody, young or old, in STARS AND STRIPES FOREVER!



When Sousa plays ... the whole world dances! It's the industry's happiest holiday entertainment! Your audience will thank you for this Xmas cheer!



Strike up the band for 20th's biggest, gayest Technicolor musical! STARS AND STRIPES FOREVER, pride of the industry ... on the way to your boxoffice!

**STRIPES**  
starring **CLIFTON WEBB** · Technicolor  
co-starring **DEBRA PAGET** · **ROBERT WAGNER** · **RUTH HUSSEY**  
Produced by **LAMAR TROTTI** Directed by **HENRY KOSTER** Screen Play by **LAMAR TROTTI**

S LIKE **20<sup>th</sup>** BUSINESS!  
CENTURY-FOX

# RKO TEAM NOW "READY"; SETS 9 RELEASE DATES

**Grant Says Company Can  
Be Cured of Ills, Made  
Strong and Healthy**

The recently appointed top executives in the foreign and domestic sales departments and the publicity and advertising department constitute a team which, working together, can cure RKO of its present ills and bring it into the black as a strong, healthy motion picture company. That was the theme of Arnold Grant, chairman of the RKO board, at the second of a series of luncheons held for the press Monday at the Hotel Warwick, New York.

**Implementing the management's intention to start the company rolling immediately, Charles Boasberg, sales manager, Tuesday announced release or pre-release dates for nine pictures now on the backlog. The dates run through February.**

Mr. Grant would offer no comment on speculations about a possible new president of the company to succeed Ralph Stolkin, who resigned from the board last week along with A. L. Koolish and William Gorman. He said the present board could function without a president, could elect an interim president, or could elect a permanent president immediately after the present three vacancies are filled.

In the meantime, he said, the ultimate responsibility for policy decisions will be his and the day to day operations of the company will be conducted by "the team." This includes Arnold Picker, executive vice-president in charge of world distribution, who returned to New York this week from Europe; Harry Pinstone, assistant to Mr. Grant; Charles Boasberg, sales manager; Walter Branson, assistant sales manager; William Clarke, treasurer; Richard Condon, publicity and advertising chief; Alfred Crown, foreign sales manager; Robert Hawkinson, assistant foreign sales manager; William Zimmerman, head of the legal department; George Van Wagner, comptroller, and Jay Bonafield, head of RKO Pathé.

## ***Androcles and Lion* to Be Among Releases**

The pictures announced for release are: "Androcles and the Lion," Gabriel Pascal's production of the G. B. Shaw play, October 28; "Montana Belle," Trucolor outdoor drama starring Jane Russell, November 11; "Face to Face," Huntington Hartford's production made up of two short stories by Joseph Conrad and Stephen Crane, November 14.

Also: "Blackbeard the Pirate," Technicolor adventure story, December 25; "Hans Christian Andersen," the Samuel Goldwyn



**APPOINTMENTS, this week, to important positions in the new RKO Radio management alignment. Above, right, Leon Brandt, exploitation manager. Mr. Grimm had been assistant to S. Barret McCormick, whom he succeeds, and Mr. Brandt had been advertising-publicity chief for Lopert Films, and for other companies.**

**MANAGING the foreign sales of RKO Radio, at the right, Alfred Crown, left, who came from the vice-presidency of world sales for the Samuel Goldwyn organization, and R. K. Hawkinson, former assistant foreign sales manager, appointed foreign administration manager.**

production starring Danny Kaye, set to play several pre-release dates before and during the Christmas holidays; "Never Wave at a WAC," Independent Artists comedy starring Rosalind Russell and Paul Douglas, January 16; "The Bystander," suspense drama starring Robert Mitchum and Jean Simmons, January 23.

Walt Disney's "Peter Pan," Technicolor all-cartoon feature, will be pre-released in several key situations on February 13, and a second Robert Mitchum-Jean Simmons vehicle, "Beautiful But Dangerous," is set for release February 27.

Mr. Grant said talks were held to implement the \$8,000,000 loan promised by



Herald Photos

Howard Hughes when he sold his stock to the syndicate headed by Mr. Stolkin. Part of this must be used to pay off a \$5,000,000 loan taken by the company while Mr. Hughes still owned control.

Further executive appointments this week included the naming of Ben H. Grimm as advertising manager succeeding S. Barret McCormick. Mr. Grimm, who has been as assistant to Mr. McCormick for several years, entered the industry as a unit publicist for MGM after several years with the *New York Journal*.

Leon Brandt, director of advertising, publicity and exploitation for Lopert films, last week was appointed exploitation director for RKO, succeeding Terry Turner, who resigned.

Last week also Mr. Grant was named the company's representative on the board of the Motion Picture Association of America and was elected a member of the executive committee of that body.

Last Friday the company announced the termination of the services of Sidney Korschak, Chicago attorney, who earlier had been retained as labor counsel for the company.

## **MOCHRIE VICE-PRESIDENT OF GOLDWYN COMPANY**

Robert Mochrie, former RKO Radio vice-president in charge of domestic distribution, has been named vice-president of Samuel Goldwyn Productions, Inc. Mr. Mochrie will assume his new post upon his return shortly to New York from the coast, where he is conferring with Samuel Goldwyn and James Mulvey, president of Goldwyn Productions.

# Thank You.....

*Happy JOHN BALABAN*

★

*Happy SI FABIAN*

★

*Happy SAM GOLDFINGER*

★

*Happy JOHN HARRIS*

★

*Happy I. J. HOFFMAN*

★

*Happy EDWARD HYMAN*

★

*Happy WILLIAM JENKINS*

★

*Happy HARRY KALMINE*

★

*Happy GEORGE KERASOTES*

★

*Happy ELMER LUX*

*Happy GUS METZGER*

★

*Happy FRANK NEWMAN*

★

*Happy BOB O'DONNELL*

★

*Happy EDWARD PRINSEN*

★

*Happy FRANK RICKETSON*

★

*Happy SOL SCHWARTZ*

★

*Happy WILLIAM SKIRBALL*

★

*Happy EDWIN SILVERMAN*

★

*Happy RALPH SNIDER*

★

*Happy JOE VOGEL*

Happy... Happy... Happy... Happy... Happy... Happy... Happy...

# "THE GREATEST THEATER AUD IS VERDICT AFTER

FOR THE FIRST TIME in memory a motion picture has been sneak previewed in 51 DIFFERENT CITIES. The picture? STANLEY KRAMER'S "THE HAPPY TIME." The reactions? BREATHTAKING! Who said so? They are listed on the previous page.

Our reasons for this HISTORY-MAKING PROCEDURE were simple: we wanted to prove unequivocally to exhibitors what we already knew about this picture; we wanted them to have the full appreciation of the picture's potentialities which could only come from a theater screening; we knew that its ROLICKING, INFECTIOUS, DELIGHTFUL GAIETY would be enjoyed ten-fold when seen with an audience; we knew that every person in each of the 51 audiences would become a press agent for "THE HAPPY TIME."

All of that happened.

# IENCE REACTION EVER SEEN" 51 SNEAK PREVIEWS!

This, then, is our grateful acknowledgment to our exhibitor friends for their cooperation in arranging the previews—and for their expressions of tremendous enthusiasm afterwards.

*Columbia*



COLUMBIA PICTURES presents  
STANLEY KRAMER'S Production of

## THE HAPPY TIME

From Rodgers & Hammerstein's  
Frank & Funny Broadway Hit!

starring  
**CHARLES BOYER · LOUIS JOURDAN** and **BOBBY DRISCOLL** · Screen Play by **EARL FELTON** · Based on the Play by **SAMUEL A. TAYLOR** and the Book by **ROBERT FONTAINE**  
Produced on the stage by **RICHARD RODGERS** and **OSCAR HAMMERSTEIN** · Music Composed and Directed by **DIMITRI TIOMKIN**  
Associate Producer **EARL FELTON** · Directed by **RICHARD FLEISCHER**

## Terry Ramsaye Says



**E**ducation by STEALTH—The pother about the wonderful promises of education by television grows apace. An expert has pointed out, or alleged, that children tend to spend more time in front of the TV set than at school and studies. So that makes it simple. You just put the education into TV. It would seem that if the young escapist was too dumb to tune in on another show it would be hopeless to try educating him.

After forty-four years of teaching in Dewitt Clinton High School in New York, Michael Solomon retired the other day, remarking on the loss of interest in studies requiring application, ". . . they just are not interested in working any more."

Much of what passes for education now consists of learning which button to push. There are more real educational facilities around than there are those who can use them.



**PRODUCT PROBLEM**—With all of the appreciation that could be expected, we note that there are grave difficulties in the Russian motion picture world. The United Press informs that our unesteemed contemporary, *Pravda*, journal of the Communist party in Moscow, complains that there should be more and better films. The trouble is, so the account runs, a dearth of good scripts. The prescription is "to show the whole beauty of the activity and internal world of the Soviet man." If one is to be guided by indications in the American press the Russians ought to be able to get a fair list of experienced writers of ability who seem to have been impressed with that "whole beauty."



**MERCHANDISING**—Special interest attaches to the successful adventure of "family night" promotion in the Loop, or downtown district of Minneapolis, by exhibitors with cooperation from merchants and transportation interests. It was estimated, according to *Motion Picture Daily*, that ten thousand additional patrons were pulled by the first effort. It seems the greatest stimulant was a free one way ride into the Loop between 7 and 9 P.M. Also by a numbered coupon device lucky numbers gave eight out of each hundred free admissions. Something for nothing and a luck device did it. May it be pointed out that the total effect derives from a bit of price cutting. Prices count on family

budgets, whether the budgeting is conscious or not, these expensive days. The economists consider that the typical average income family is today operating in the red. That's where the market is.



**HERRING MAYBE!**—The coincidence of critical attentions to the motion picture by and under the Administration in this election year tempts to speculation. We have two congressional committee investigations, a new anti-trust suit on the great alleged 16-mm. conspiracy against television, the Chaplin exclusion threat, also sundry agitational, headline-making activities pertaining to censorship of both motion pictures and television. In the midst of a world crisis and the strenuous days of political issues at home some of these seem to be of less than cosmic importance. Could it be they have a red herring quality addressed at the great media of public communication and interest with at least a color of intent of diversion of attention from some more grave and bitter matters in Washington?



**SEVERAL PUBLICS**—One can recall no parallel for the current exploitations of "The Fourposter"—under that one-word title it flourishes on the New York stage, continuing at the Barrymore theatre with a whole year's run behind it, and having the while a decidedly successful roadshow run—under the two-word title "The Four Poster," Columbia's motion picture. A Stanley Kramer production, it invades the specialized or "art" theatre concurrently now at the Victoria and the Sutton just across town in New York. Obviously there are many publics, many audiences. Incidentally it is a one-set, bedroom story with a cast of two.



**SPEAKING OF SHAPES**—In his profound appreciations of Miss Bankhead's television debut the scholarly Jack Gould of the *New York Times*: "Tallu is eminently videoegenic . . . expressive face . . . toss of her hair . . . meaningful gesture . . . Add to these the sex-shaped tones of her distinctive voice . . ."

Those tones, in that popular shape, must be transmitted in a low-cut voice. Mr. Gould fails to state whether or not they are three-dimensional.

Thus we record another triumph for art by electronic engineering.

## Roundtree Elected By Tri-States

**MEMPHIS**: Leon Roundtree this week was elected president of the Tri-States Theatre Owners of Mississippi, Arkansas and Tennessee, succeeding M. A. Lightman, Jr. Mr. Lightman was named chairman of the board at the annual convention here.

Other officers elected include Roy Cochran, vice-president for Arkansas; R. B. Cox, vice-president for Mississippi; Nathan Flexer, vice-president for Tennessee; Jim Carbery, secretary-treasurer; Jack Bonmar, Max Connell and M. A. Lightman, Sr., TOA national representatives.

Elected to the board were: K. K. King, William Sockwell, Mrs. Jesse Howe, Louis Haven, Jr., Gordon Hutchins, Miss Nona White, Orris Collins, Bert Bays, E. W. Clinton, Charles Eudy, Ben Jackson, Earl Elkins, R. X. Williams, T. M. Jourdan, Norman B. Fair, Mrs. H. A. Fitch, W. E. Ruffin, Jr., Mrs. Louise Mask, Lipe Hensley, Jack Marshall and E. P. Sapsinley.

Convention exhibitors, in interviews, condemned the 20 per cent Federal admission tax. Alfred Starr, TOA president, said, "We are the target of every taxing agency in the nation." Mr. Starr called the fears that television would put theatres out of business "nonsense."

Leon Bamberger of RKO Radio called on exhibitors to work to end "premium rate" newspaper ad charges.

In a regional meeting preceding the tri-state sessions, the Tennessee Theatre Owners Tuesday elected W. F. Ruffin, Jr., president, to succeed Jay Solomon. J. A. West of Memphis, Earl Andrew of Erwin, and Cowan Oldham of McMinnville were elected vice-presidents; Emil Bernstecker of Atlanta was named secretary, and Charles A. Simpson of Chattanooga, treasurer. Mr. Solomon was elected national TOA director.

The Tennessee convention approved through its board of directors the position of TOA in arbitration and the 16mm suit. It also decided to take its fight against the admission tax direct to the Congressmen in each theatre's district.

## M. S. McCord Purchases 20 Houses from Malco

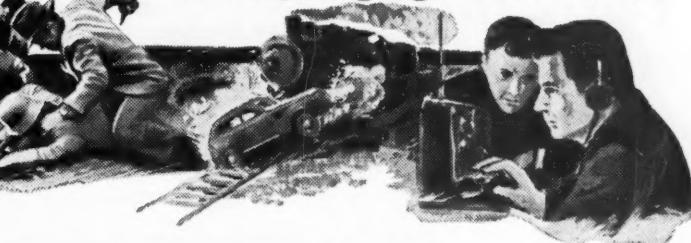
M. S. McCord, of Little Rock, Ark., has bought 20 theatres in that state from Malco Theatres, Richards-Lightman Theatres, and Malco Realty Corp. Mr. McCord is a former vice-president of Malco. Associated with him in the new enterprise are M. J. Pruniski, North Little Rock, also a former Malco executive; W. B. Sockwell, of the same town; J. C. Tunstill, Memphis, and Robert S. McCord. Messrs. Sockwell and Tunstill are former Malco district managers. Booking offices of the combine, operating the acquired theatres under various corporate names, will be at the M. & M. Building, Memphis.

He doesn't  
dare show his  
hand...  
the man in  
the grey gloves...  
the man  
of mystery  
four nations  
had to find!

# 'Operation Secret'



The assassin-hunt that  
zigzagged across the globe! There's  
a bullet with his name on it  
in every language of the world!



STARRING

**CORNEL WILDE · KARL MALDEN · STEVE COCHRAN · PHYLLIS THAXTER**

WITH PAUL PICERNI · LESTER MATTHEWS · DAN O'HERLIHY · JAY NOVELLO · SCREEN PLAY BY JAMES R. WEBB AND HAROLD MEDFORD · PRODUCED BY HENRY BLANKE · DIRECTED BY LEWIS SEILER

On Armistice Day from Warners...



AND FOLLOWS  
'SPRINGFIELD RIFLE'  
AT THE  
N.Y. PARAMOUNT!

## ALLIANCE CIRCUIT VOICES \$1,500,000 FAITH IN FILMS



On the dais at Alliance Theatres' annual fall meeting in Indianapolis were, left to right: Irving Long, Fourth Avenue Amusement Company of Louisville; Tom Harmon, Anderson Drive-In Theatres; Matt Welsh, Vincennes, Ind.; Sam Neall, Kokomo, Ind.; Dee Long, Fourth Avenue Amusement Company; S. J. Gregory, executive vice-president and general manager of Alliance; William Welsh, Vincennes; F. J. Lee, president; J. B. La Plante, associate in Vincennes, and Robert George, associate in Logansport.

"Showmanship and Economy" was the theme of the 17th annual fall meeting of Alliance Theatres, held October 15 at the Hotel Severin in Indianapolis. In the major address of the day, S. J. Gregory, executive vice-president and general manager, emphasized the continued faith of Alliance executives in the motion picture business, pointing out that in 1952 the company had completed a three-year modernization program costing approximately \$1,500,000.

At the same time, Mr. Gregory announced the acquisition of the Embassy theatre in Fort Wayne, one of the largest houses in

Indiana. The theatre, which will become the flagship of the Alliance circuit, will open after remodeling and redecorating have been completed under the management of Sam Greisman, city manager for Fort Wayne.

Attending the Indianapolis meeting, the purpose of which was to distribute some \$15,000 in cash awards to winners in the circuit's 16-week drive, were all managers, assistant managers, associates and home office personnel. Robert Lee, city manager in Peru, Ind., was named over-all drive winner, for which he was presented a prize of \$400 by Mr. Gregory.

## Units Back Arbitration

By midweek four units of Theatre Owners of America had approved the revised arbitration plan.

They included Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois; Theatre Owners of the Albany Exchange Area; Tennessee Theatre Owners, and Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee. Early endorsement was also expected from the Theatre Owners of Washington, D. C. and Theatre Owners of North and South Carolina.

In Washington, Abram F. Myers, general counsel of Allied States Association, said that it probably would be some time before he could comment on the revised draft "or anything connected with it."

### Dezel, Souvaine in Deal

Albert Dezel has concluded distribution arrangements with Harry Thomas, representing Souvaine Selective Pictures, in the areas of Detroit, Chicago and Milwaukee.

## Pre-Election Tax Fight Is Pushed

The last 10 days before the national elections saw an increase in the tempo of the industry's fight for repeal of the 20 per cent Federal admission tax. On Monday, H. A. Cole and Pat McGee, campaign co-chairmen, urged all state and Congressional district committees to make special efforts before November 4 to hold meetings between Congressional candidates and exhibitors for discussion of repeal.

In a statement issued through the New York headquarters of the Council of Motion Picture Organizations, the co-chairmen said, "These meetings should be so arranged so that several exhibitors, especially those smaller exhibitors who are in distress, can meet the Congressional candidate and tell him their story."

It is not enough, said the co-chairmen, for just one exhibitor, no matter how important he may be, to talk to a Congressman on the subject. "A commitment made by a Congressional candidate to an individual may be misunderstood or completely forgotten," they declared. On this account, they urged group action so that "the candidate knows he is on record before several people from his district."

One candidate who definitely committed himself to repeal of the tax was Senator Henry Cabot Lodge (R., Mass.), up for re-election next week, who wrote to Julian Rifkin, vice-president of the Rifkin circuit: "It is obvious to me that the admission tax is the primary cause for the closing of so many theatres in the past few years. I will, therefore, support repeal of this tax."

Robert Wile, secretary of the Independent Theatre Owners of Ohio, reported that four of seven Ohio Congressional candidates are in favor of repeal, while the remaining three said they were favorably inclined toward tax reduction. The four in favor of repeal are: Frank T. Bow, James J. Mayer, Alvin F. Weichel and Lawrence O. Payne.

Those favorably inclined are: Michael A. Feighan, George H. Bender and John M. Vorys.

### Albany Unit Bids TOA Enter Anti-Trust Suit

ALBANY: Albany Theatre Owners of America, at a meeting last week, voted to recommend that national TOA be made a party defendant in the Department of Justice anti-trust suit for the release of 16mm pictures to TV stations. Other actions resulting from the meeting included a favorable report on the arbitration plan considered at the recent national convention in Washington; warning against members playing any ASCAP music unless they have signed the new licensing agreement and a report on the print shortage in the area. Sam Davis of Phoenicia was elected to the board of directors.

# "WHEN YOUR SHIP COMES IN!"

If you are one of the 400 Showmen playing M-G-M's "PLYMOUTH ADVENTURE" at Thanksgiving, congratulations to you.

Did you read what the trade critics wrote this past week? Rave notices.

Keep an eye on the newspapers, magazines, Sunday supplements. A giant ad campaign.

"PLYMOUTH ADVENTURE" is 100% pre-sold! It's a natural for publicity with great stars, Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, and a superb cast of thousands.

Whether you're playing it at Thanksgiving or later, it's a holiday when you play it.

How true, what the fans are saying: "If it's M-G-M, it's BIG."

M-G-M presents "PLYMOUTH ADVENTURE" starring SPENCER TRACY • GENE TIERNEY • VAN JOHNSON  
LEO GENN • with Dawn Addams • Lloyd Bridges • Color by Technicolor • Screen Play by Helen  
Deutsch • From the Novel by Ernest Gébler • Directed by Clarence Brown • Produced by Dore Schary

# People in The News

JACK BERESIN, international chief barker of the Variety Clubs, and JAY EMANUEL, independent circuit owner, are new members of the board of directors of the Allied Jewish Appeal in Philadelphia.

R. J. O'DONNELL, circuit operator and Texas COMPO executive, will have his life story narrated by EVELYN OPPENHEIMER on radio station WFAA, Dallas, November 2. Miss Oppenheimer is also preparing a *Saturday Evening Post* story using additional details of his life. All the material used will later form the basis of a book to be titled "The Silver Fox," which will be published in 1953.

J. J. FITZGIBBONS, president of Famous Players Canadian Corporation, is one of six who have been named for citations to be awarded by the Canadian Council of Christians and Jews, of which he is a past national president.

JAMES RICKETTS has been named branch manager of Paramount's Denver exchange. Mr. Ricketts was formerly acting branch manager.

FRANK BOUCHER has been appointed vice-president in charge of sales promotion of the Alvin Epstein Advertising Agency in Washington, D. C.

## John Joseph Resigns MGM Publicity Post

The resignation of John Joseph, eastern publicity manager for MGM, was announced last week by the company's New York office. Officially the resignation is set for the end of the year, although Mr. Joseph plans to leave before a brief vacation. The chief reason advanced for his resignation was his desire—and that of his family, to live in Los Angeles where he maintains his home. Mr. Joseph, who has been at his present post for almost four years, was formerly national director of advertising and publicity for Universal.

## Johnston Is Undecided On New French Talks

Eric Johnston, president of the Motion Picture Association of America, arrived in New York from Washington at midweek and was still undecided on when he would fly to Paris to resume negotiations on a new Franco-American film agreement. A spokesman in New York said MPAA officials in France have been studying economic and political developments there with the intention of calling Mr. Johnston over when the time for the talks appears propitious. The MPAA president had scheduled a plane trip to Paris last weekend but called it off because of a cold. Earlier talks on a new agreement were broken off abruptly when

C. A. McCROCK of Pennsylvania succeeds DAVE PETERSON as branch manager of Altec's eastern division, with headquarters in Philadelphia. Mr. Peterson has been appointed western division manager, with offices in Los Angeles.

MILTON R. RACKMIL, president of Universal Pictures and of Decca Records, returned last week from the coast, where he visited with studio executives. He left the following day for England on business for Decca.

SILAS F. SEADLER, director of advertising for MGM, was named the new chairman of the Motion Picture Association of America, succeeding CHARLES SIMONELLI, eastern ad-publicity manager and national exploitation chief of Universal.

OSCAR R. HANSON has been elected vice-president of the Canadian Picture Pioneers, the board of directors of that organization announced. Mr. Hanson has been a past president of the Pioneers.

DAVID E. DANIEL replaces C. C. CURRAN as district manager for Dominion Sound in Toronto. Mr. Curran has been transferred to Halifax. RICHARD R. HUSTON, formerly of Dominion's sales department, has been promoted to district manager in Winnipeg.

the French withdrew an offer to permit the bulk of some \$6,000,000 in blocked earnings to be remitted forthwith at the capital account rate. No American pictures have been sent to France since the negotiations were abandoned some weeks ago.

## Earle G. Hines Joins National Theatres Board

Earle G. Hines, who recently retired as chairman of the board of General Precision Equipment Co., and who formerly was on the board of Wesco Theatres Corp., was elected a member of the board of National Theatres Corp., it was announced last week. In the first meeting of the board of directors of National Theatres since its divorce from 20th Century-Fox, consideration of declaration of a dividend was postponed in order to give the new directors time for a thorough study of the subject.

## "Fatima" Gets 88 Dates In New York for Holiday

Warner Bros. announces the across-the-board booking of "The Miracle of Fatima" as the Thanksgiving picture in the first run RKO, Skouras, Century, Randforce and Brandt theatres in Manhattan, Bronx, Brooklyn, Queens, Westchester and Long Island. This booking will have "Fatima" playing in 88 theatres in the New York metropolitan area over Thanksgiving.

## Wald Joins Columbia



JERRY WALD, above, has joined Columbia Pictures under a long term contract as a vice-president and executive producer, commencing immediately, Harry Cohn, president, has announced.

Mr. Cohn declared that Mr. Wald's "experience and his creative talent will be an important and valuable addition to Columbia."

Mr. Wald said: "The making of a film depends upon many mature minds working toward a single objective—entertainment that will reach the minds and hearts of a world audience. This opportunity of allying myself with Columbia is one which excites me greatly and fills me with limitless enthusiasm."

Also moving to Columbia is Milton Pickman, Mr. Wald's assistant.

## Paramount Sets Special Plan for Los Angeles

Paramount's expanded first run releasing plan for the Los Angeles area, which was put into operation three months ago with "The Greatest Show on Earth," will be continued for an additional six pictures, according to A. W. Schwalberg, president of Paramount Film Distributing Corporation. Availabilities for the productions which are being offered in competitive negotiation for day and date engagements in the seven areas range from late in November through early February. Deadline for bids was October 29. Pictures involved include "The Savages," "The Blazing Forest," reissue of C. B. DeMille's "Cleopatra," "The Turning Point," "Road to Bali" and "The Stooge."

## TV for Loop House

CHICAGO: The Telenews Theatre in the Loop is installing a Moviograph large screen television system, according to division manager Sylvan Goldfinger. This will bring the number of theatres in Chicago with large-screen television to six.

# NEW 1952-53 ALMANAC BLANKETS THE INDUSTRY

## Expanded Edition Covers Television Also; Volume Again Thumb-Indexed

Improved, expanded and more convenient than before, the 1952-53 Edition of *Motion Picture and Television Almanac* made its appearance this week. Retaining the format which has been found so convenient for many years past, this twenty-fourth annual edition of the standard industry reference work is again thumb-indexed for ready reference.

The major change in the book this year has been the addition of considerable detailed information on the television industry, hence the title change, in order thus to make it of more value to the whole entertainment industry. Since it has become a fact that the two media of entertainment, motion pictures and television, have come so to impinge one upon the other, it became apparent to executives of Quigley Publishing Company that the best interests of all in both fields would be best served by attention to both.

Once again, as for so many years past, the *Almanac* contains the unique and important biographical, or Who's Who section, which outlines the careers in motion pictures and/or television of some 9,000 personalities, including producers, directors, performers and executives in all phases of both media.

The inclusion of television material in this year's edition by no means has resulted in a reduction of attention to motion picture industry facts, figures and information. Rather it is an extension of the already wide range of data included in the book.

The international character of the volume has been maintained, with information provided on the motion picture and television industries in all the important countries of the globe. This information takes the form of reports from the correspondents maintained by Quigley Publications in all important capitals.

### Full Coverage by Staff Of British Industry

In addition, the Quigley staff in London has contributed as usual complete information on all phases of the industry in Great Britain, including a general summary of the year's outstanding developments as well as complete and detailed listings of companies, circuits and all other operating units.

The *Almanac* is edited by Charles S. Aaronson, who succeeded the late Maurice D. (Red) Kann, who died in May, 1952, while in the course of preparation of the book. Mr. Aaronson continues as production editor of *MOTION PICTURE HERALD*, and

## ALMANAC SAYS 3,483 DRIVE-INS OPERATING

A total of 3,483 drive-in theatres were operating in the United States and Canada in June of 1952, it is recorded in the Statistics section of the 1952-53 *Motion Picture and Television Almanac*, published this week by Quigley Publishing Company. The drive-in figure compares with 820 in 1948 and represents a capacity of 4,702,050, on the basis of average capacity of 500 cars. The *Almanac* estimates 1952 receipts for all theatres at \$1,225,000,000, inclusive of drive-ins, which return approximately 20 per cent of the gross revenue.

has the full cooperation of the staff of associates who contributed to the success of previous editions of the *Almanac*.

The statistical section of the book has been revised and brought up to date, with separate data presented for the motion picture and television industries.

In a foreword to this twenty-fourth edition, Martin Quigley points out that it appears in "the midst of an array of changing conditions and new developments that affect the art and business of public entertainment the world over. These conditions and developments entail an imperative and an increasing need for authoritative information and statistics concerning the events, institutions and personnel of the entertainment world . . . ."

### Volume This Year Runs In Excess of 1,000 Pages

The volume this year runs to 1,062 pages, almost 350 of them devoted to biographies in Who's Who in Motion Pictures and Television. Other sections, which indicate the scope of the coverage included in the *Almanac* are: Corporations, Theatre Circuits, Drive-In Theatres, Television and Radio, Pictures, inclusive of the current year's product and a master over-all list; Services, Theatre Equipment and Materials, Organizations, Codes and Censorship, The World Market, The Press, and Non-Theatrical Motion Pictures.

As an example of the complete coverage of the field afforded by the *Almanac*, the section titled Services records for easy reference listings of territorial film distributors; major company exchanges in the key cities of the country; trailers and film carriers; shorts, cartoon and newsreel producers; laboratories and storage facilities; color processes; raw stock and film libraries; play, story and talent agencies; publicity representatives, and Government film bureaus.

## Fox Sales Meet Nov. 12

The detailing of a major schedule of releases for the first nine months of 1953 will be the highlight of a special division managers' meeting to be held at the Twentieth Century-Fox home office in New York November 12 and 13.

Managers of the company's sales force throughout the United States and Canada will gather to hear an outline of sales and advertising plans for pictures set through the remainder of this year and the beginning of 1953. Included in the presentation will be an outline of publicity and exploitation campaigns to assist in selling these films to the public.

Al Lichtman, director of distribution, will preside over the discussions, aided by W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, western sales manager, and Arthur Silverstone, eastern and Canadian sales manager.

Pictures for the remainder of 1952 which will be included in the program are: "The Snows of Kilimanjaro," "The Stars and Stripes Forever," "Bloodhounds of Broadway," "The Steel Trap," "The Thief of Venice," "Pony Soldier" and "My Pal Gus."

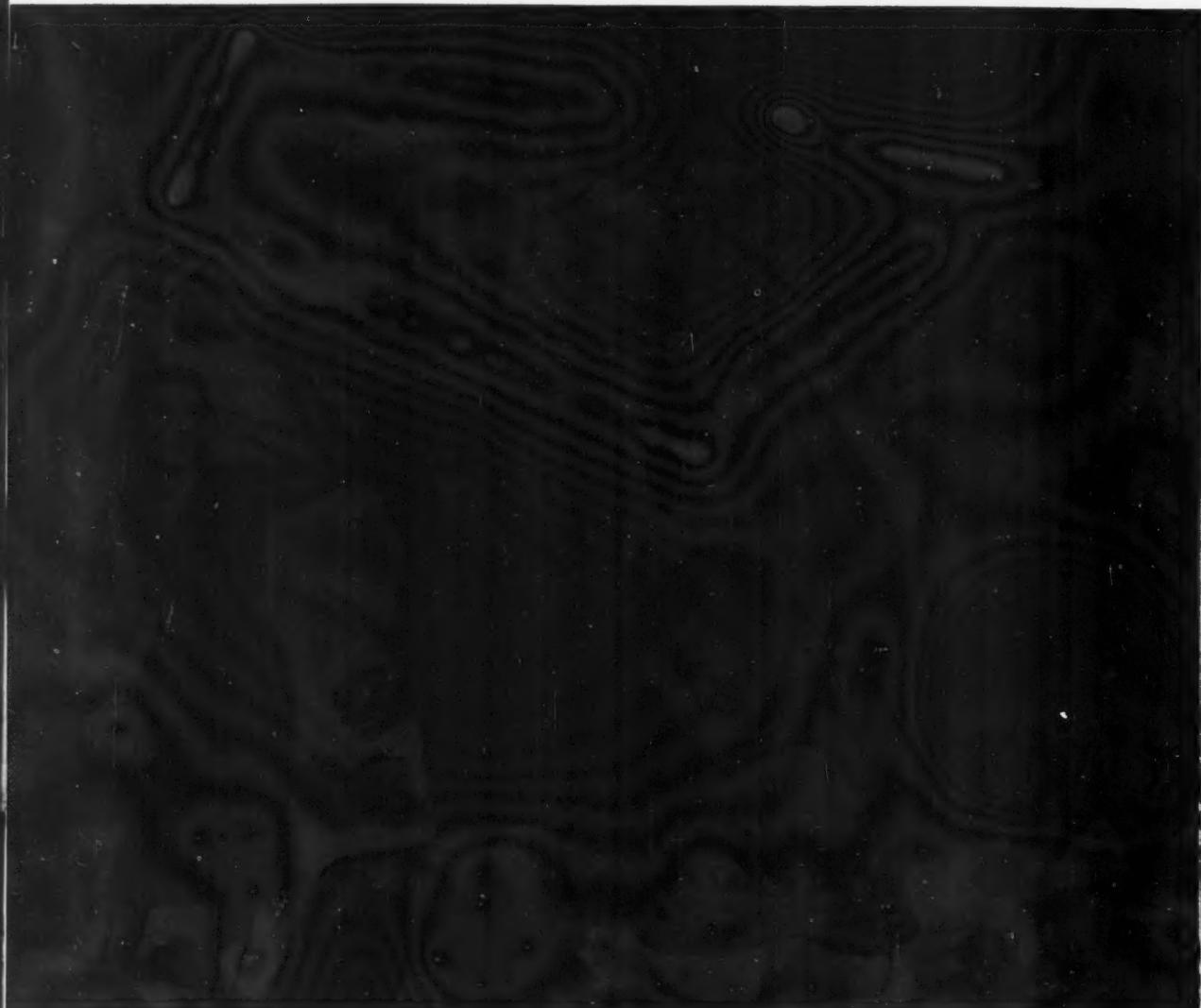
## Film Salesmen Skip Raises To Fight for More Expenses

**MINNEAPOLIS:** Expense allowance increases rather than wage raises will be the goal of the Colosseum of Motion Picture Salesmen of America in the negotiations which will be held this winter for new contracts effective next February. The 1,000-member Colosseum will have the wages vs. expenses controversy as one of the chief topics of discussion during their forthcoming annual convention in Atlanta, November 21-23, with the consensus of the membership reportedly in favor of additional expenses. Colosseum salesmen now receive \$9 a day total expense allowance, with automobiles supplied by all majors except United Artists and Allied Artists.

## Screen Actors Guild Negotiations Off

**HOLLYWOOD:** The Screen Actors Guild has broken off collective bargaining negotiations with the American Association of Advertising Agencies and New York film producers who make film commercials. Strike action was voted Wednesday. Negotiations broke down over the agencies' insistence on the right to televise filmed commercial spots without limitation throughout the nation for a period of 13 weeks.

# PARAMOUNT HAS SOMETHING SO HOT ALL OTHER FIRE PICTURES OUT OF M



"Maybe because it's a genuine forest fire in the Nevada Sierras, maybe because Technicolor and technology have never collaborated more congenially in the interests of melodrama, the fire section of the film is THE BEST EVER SEEN. Figures to draw like a—what else?—forest fire."

—M. P. Herald

"Audiences can almost feel the heat of the blaze. Terrific forest fire can be exploited to strong returns."

—Boxoffice

"Lusty, action-packed drama . . . excellent Technicolor and helicopter rescue in burning forest."

—*Film Daily*

"Definitely a boxoffice success. A big, handsome outdoor adventure saga that because of its spectacular trappings, plentiful action and Technicolor should attract capacity audiences."

—*Showmen's Trade Review*

**THAT "IT BURNS  
EMORY!"** —says Motion  
Picture Daily

THE  
BLAZING  
FOREST  
COLOR BY  
**TECHNICOLOR**

"Filled with as much thrilling adventure  
and action as a three-ring circus!"  
—CECIL B. DEMILLE

"Loaded with exploitation possibilities. Has one of most exciting forest fires on record, both in spectacle and realism."

—Independent

"Payne and Miss Morrow team excellently. He puts over the rugged requirements and she treats the eye."

—Daily Variety

starring

**JOHN PAYNE**

WILLIAM

AGNES

RICHARD

SUSAN

DEMAREST · MOOREHEAD · ARLEN · MORROW

Directed by EDWARD LUDWIG · Written for the Screen by LEWIS R. FOSTER  
and WINSTON MILLER · Produced by WILLIAM H. PINE and WILLIAM C. THOMAS

# BRITISH FACING STUDIO STRIKE

## Three Unions, Producers Deadlocked in Talks on New Wage Contract

by PETER BURNUP

**LONDON:** J. Arthur Rank and other leading members of the British Producers' Association met here Monday with representatives of the three studio unions in an effort to avoid widespread dislocation, if not breakdown, in production resulting from an impasse in earlier labor talks. At midweek, industry leaders still hoped the new talks would avert a very serious situation.

The three unions involved are the National Association of Theatrical and Kiné Employes, Association of Cine and Allied Technicians and the Electrical Trades Union. Negotiations have been in progress more than a year, during which the unions have sought wage increases while the producers have demanded relaxation in what they call restrictive trade practices as the price of the pay rises. The current deadlock is generally attributed to ACT's stiff-necked attitude in regard to the producers' demands.

### Hour's Token Strike

Without warning, NATKE and ETU people at Rank's Pinewood Studio downed tools for what they called an hour's token strike. They served notice on employers, moreover, that no overtime would be worked until their grievances were remedied. Union officials were as much taken by surprise as the employers. The action, nevertheless, had all the stigma of a well planned move. In a matter of hours similar tactics were adopted at all the studios.

NATKE's Tom O'Brien went down to Pinewood to persuade his members to resume normal working, but a weekend check on all studios indicated that electricians at least are intent on continuing the movement. Mr. O'Brien blames ACT's delaying tactics for the situation, but, ironically, the left wing technicians' association on this occasion stands ostentatiously aloof from the trouble.

Failing resumption of normal, the Producers' Association is considering closing all studios. Members agree they find it impossible to arrange shooting schedules in such conditions. Among productions held up by the trouble are Disney's "Sword and the Rose" at Pinewood and "The Red Beret" in which Alan Ladd is starring at Shepperton.

### Coronation TV Battle

The decision of the Coronation Committee not to allow the actual ceremony to be televised live threatens to develop into bitter controversy; with the traditionalists pointing to the sacredness of the ritual and the

modernists demanding that millions of common folk are entitled to be present, if only by benefit of TV.

The Rank Organization is the first to take the field since the announcement that news-reel coverage of the Coronation would be allowed. It has disclosed that arrangements were made months ago with Technicolor for the production of a full-length picture. Special arrangements are being made to release the film throughout the world within a matter of days after the event. For this purpose, hundreds of Technicolor prints will be required. Associated British-Pathe also has announced that it will have available a coronation film shortly after the event.

### Producers Warily Optimistic

Wary optimism, tintured with warnings, is expressed in the annual report of the British Film Producers' Association, issued here recently.

"With the assurance," the report said, "of additional capital loans from the National Film Finance Corporation and the incentive of additional revenue derived from the British Film Production Fund (the Eady Pool), there is every reason to expect that an increased number of feature films will come from British studios in the quota year ending September 30, 1953."

During the 12 months to March 31, 1952, 114 feature length British films were registered with the Board of Trade, compared with 125 in the previous year. Of the 114 total, 64 were "first feature" films, compared with 76 the year before.

### Charity Nets \$84,000

Total proceeds from the annual Royal Film performance here Monday night, held at the Leicester Square Empire theatre amounted to approximately £30,000 (\$84,000) with "Because You're Mine" as the feature attraction. This total includes receipts from replica performances at Leeds and Liverpool and from program advertising. Attending the London performance were Queen Elizabeth, the Duke of Edinburgh and Princess Margaret. Participating in the accompanying stage show were Charles Chaplin, Sir Laurence Olivier, Vivien Leigh, Yvonne DeCarlo, Gene Kelly, Douglas Fairbanks, Kirk Douglas, Evelyn Keyes, Rock Hudson and others.

### Italian Gift to President

The Italian Film industry last week presented President Harry S. Truman a specially prepared volume of famous Italian Renaissance art prints, bound in leather. The presentation was made by Commendatore Nicola De Pirro, director of the Italian government's Entertainment Industries Bureau at State Department ceremonies in Washington.

## Telemeter Use Cited By Fitzgibbons

**NIAGARA FALLS, ONT.:** The benefits to be had from Telemeter, the Canadian franchise for which is held by Famous Players Canadian Corporation, were outlined by John J. Fitzgibbons, president and managing director of Famous Players, at the company's eastern division meeting here October 20-23.

In Telemeter Mr. Fitzgibbons said he saw the box office that will make the motion picture industry a greater business and one which "is not going to fade into the hands of other people." It should also, he said, reach the "lost audience" which today does not attend motion pictures.

The Famous Players head discussed subscription or "pay-as-you-see" television both at the concluding dinner session and earlier at a closed meeting of associates and chief office executives. Describing regular television as "the greatest advance in communication of thought today," he added that he welcomed it because "I think this business would have died of dry rot" if it had no incentive to drive it forward.

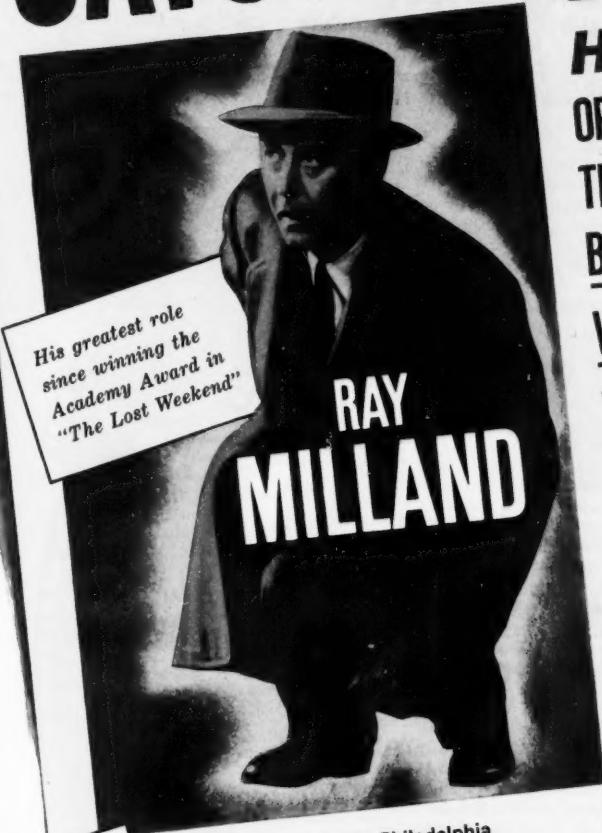
The meeting here was called "to take up and think up ways of selling tickets in our theatres," the executive said in his welcoming remarks. To this end, a half-day each was devoted to the subjects of candy sales, exploitation and promotion, with sessions conducted by Jack Fitzgibbons, president of Theatre Confections, Ltd., and James Nairn, director of advertising and public relations for Famous Players.

Other speakers during the sessions included Walter Brooks, director of the Managers' Round Table of MOTION PICTURE HERALD; Jules Wolfe, head of Famous Players maintenance department; Bert Brown, of the publicity department; Ben Geldsaler, head buyer, and Chester Friedman, chairman of the Showmandiser section of *Boxoffice*.

### Canadian Exhibitors Elect Morris Stein President

Morris Stein, Famous Players Canadian circuit division manager, was elected president of the National Committee of Motion Picture Exhibitors Association of Canada, at its fourth annual convention Monday, in the Chateau Laurier Hotel, Ottawa. Other officers are F. Gordon Spencer, St. John, N. B., and K. H. Leach, Calgary, vice-presidents; Dick Main, Sutton, Ont., secretary-treasurer; and Arch H. Jolley Toronto, executive secretary. The organization drew up resolutions, details undisclosed at midweek, on television in relation to theatres, admission of 16mm exhibitors to membership, protective musical copyright measures, and overhaul of certain theatrical regulations of the Government of the province of Ontario.

# "CATCH 'THE THIEF'"



His greatest role  
since winning the  
Academy Award in  
"The Lost Weekend"

RAY  
MILLAND

Introducing  
**RITA GAM**  
LIFE Magazine  
calls her "Silent  
and Sexy!"

Chuck Melven, in the Philadelphia Daily News, says it for us:  
"If you haven't already heard about 'THE THIEF'  
then we must assume you live in a cave. For  
it has been a long time since any picture has  
gotten as much advance (free) newspaper  
space as this one!"

HE'S OFF...  
OPENING WEEK AT  
THE ROXY THEATRE, N. Y.  
BIGGEST NON-HOLIDAY

WEEK OF THE YEAR! HELD OVER  
3rd WEEK!

And running up smash business in  
all opening engagements:

PHILADELPHIA—Aldine—3rd BIG WEEK;  
ATLANTIC CITY—Emboss—HOLDOVER;  
LOS ANGELES—Ritz, Academy—2nd SMASH  
WEEK! Chinese, Los Angeles—HOLDOVER;  
SAN FRANCISCO—United Artists—2nd WEEK—  
BIGGEST OPENING SINCE "AFRICAN QUEEN";  
SALT LAKE CITY—Center—SIMPLY TERRIFIC;  
WASHINGTON—Playhouse—2nd SOCK WEEK;  
ROCHESTER—Loew's—NECK AND NECK  
WITH "HIGH NOON" OPENING!

Watch for hundreds of important  
dates coming up—"THE THIEF" is  
heading for the big money!

# BIG B.O. REWARD!

Harry M. Popkin presents RAY MILLAND as "THE THIEF" with Martin Gabel and introducing Rita Gam  
Executive Producer Harry M. Popkin · Written for the screen by Clarence Greene & Russell Rouse · Music by  
Herschel Gilbert · Produced by Clarence Greene · Directed by Russell Rouse · A Harry M. Popkin Production

Another  
**BIG ONE**  
thru **UA**

# Hollywood Scene

## Hollywood Bureau

IRRESPECTIVE of the larger outcome to be determined next week, the national political campaigning of 1952 shall have taught this picture town some things useful to know and easy to remember.

Foremost in importance, among the things learned since the Chicago conventions in mid-Summer, are the glaring shortcomings of a competitive medium greatly feared in even the bravest quarters as the campaigning loomed. None foresaw that a televised political speech would turn out to be—after the first one or two—a less pre-emptive attraction than a radio broadcast of the same. Neither was it foreseen that the two principal political parties, by trying to outdo each other in the purchase of radio and television time and in vituperation, would do a pretty good job of driving most members of the family out of the house at about the right hour to make the nearest movie.

### Failed to Get Newsreel-Type Lighting and Camera Work

And nobody in this community of sticklers for technological and artistic proficiency had the slightest expectation that the television people wouldn't give the political performers the benefits of at least newsreel-quality lighting, camera angles and sound-recording.

It had been feared, often openly, that the campaigning would knock the profits out of exhibition for at least two months. It has had, in this conspicuously hard-ridden political subdivision, the reverse effect, in spite of the fact (or possibly because of it) that the Nixon matter spawned a local controversy prompting television and radio stations to flood those media with panel shows virtually around the clock.

The failure of television to dent the newly building box office grosses with its political telecasts is susceptible of numerous interpretations, but they all spell encouragement for picture people.

### Care Must Be Exercised in Making Political Pitch

Some of the other things taught by the national political campaigning are not so pleasant or encouraging, although plentifully useful. Foremost among these, unhappily, is the teaching that it ill behooves an institution or an individual whose importance resides in the fondness of the multitude to utilize that importance as a platform from which to hurl a political pitch. This is not a new teaching. It is taught quadrennially, also biennially, without fail, but it is never learned. That is too bad, for it is sorely needed, as everybody in town freely admits, between elections.

This time the political prerogatives of Hollywood individuals and institutions were exercised with extraordinary vigor and reverberation. The names of actors and actresses who avidly identified themselves as Republicans or Democrats, thus splitting their followings theoretically down the middle, would make a long list that nobody dependent on a box office would care to see compiled. And the statements and counter-statements by an important section of organized labor and an important section of management concerning contributions to political campaigns, widely published in the newspapers, assuredly advanced neither candidate while unselling the entertainment consumers on both sides of the political fence.

The persistence of Hollywood people in the error that what they say politically has no bearing on their professional careers is hard to understand in view of their certain knowledge that the very politicos for whom they declare themselves are the world's outstanding practitioners of the I-love-everybody policy, and for the same reasons why Hollywood people should be. This seems to suggest that politicians are smarter than Hollywood people, and that's carrying a straight line of reasoning far too far.



OUR pictures were started, one of them in color, and 12 others were finished during the week.

"Here Come the Girls," Paramount, is being produced in color by Technicolor by Paul Jones, and directed by Claude Binyon. Bob Hope, Tony Martin, Arlene Dahl and Rosemary Clooney head the cast.

"Star of Texas," Allied Artists, is being produced by Vincent M. Fennelly and directed by Thomas Carr. It has Wayne Morris, Lyle Talbot and Rick Vallin in the cast.

"Posse," Columbia, has Broderick Crawford, John Derek and Charles Bickford in the cast. Harry Joe Brown is producing, with Alfred Werker directing.

"A Matter of Life and Death," Ben-Bo Productions, got under way with Benedict Begueau producing, Don Siegel directing, and with Teresa Wright, Macdonald Carey and Edgar Barrier in the cast.

### Roy Rogers Will Make More Theatre Pictures

Roy Rogers will make another series of Westerns for theatrical distribution, he announced this week in Troy, Ohio, where he was visiting with C. F. Pfister, president of the Independent Theatre Owners of Ohio. Mr. Rogers was appearing with his

## THIS WEEK IN PRODUCTION:

### Started (4)

ALLIED ARTISTS  
Star of Texas

COLUMBIA  
Posse

INDEPENDENT  
A Matter of Life and

### Completed (12)

ALLIED ARTISTS  
Timber Wolf  
Cow Country  
The Marksman

COLUMBIA  
Slave of Babylon  
(Eskay Pic. Co.,  
Technicolor)  
The Juggler  
(Kramer Company)

INDEPENDENT  
Invaders from Mars  
(National Pictures,  
20th Fox release)  
Miss Robinson Crusoe  
(Motion Picture  
Artists, Techni-  
color)

### Shooting (33)

COLUMBIA  
Love Song  
(Technicolor)  
The Red Beret  
(Warwick Prod.,  
London, Techni-  
color)

INDEPENDENT  
Tarzan and the She-  
Devil (Sol Lesser  
Prod.)  
Main Street to Broad-  
way (Cinema Prod.-  
MGM release)  
Body Beautiful  
(Savoy Pics., Inc.)  
Melba (Horizon Pict.-  
U.A. release,  
Technicolor)  
Bad Blonde (Exclu-  
sive Films, London,  
Lippert)  
Scarlet Spear (Break-  
ston-Stahl)  
The Sword and the  
Rose (Disney Brit-  
ish-Technicolor)

MGM  
The Band Wagon  
(Technicolor)  
Give a Girl a Break  
(Technicolor)  
Young Bess  
(Technicolor)  
Remains to Be Seen  
Dream Wife  
The Clown  
Invitation to the Dance  
(Technicolor)

Death (Ben-Bo  
Prod.)

PARAMOUNT

Here Come the Girls  
(Technicolor)

Swords Against the  
Mast (Edward  
Small Prod., U. A.  
release, Techni-  
color)

The Tall Texan  
(T. Frank Woods  
Prod.-Lippert re-  
lease)  
Moulin Rouge  
(Moulin Prod.-  
U.A. release)

PARAMOUNT  
Roman Holiday

RKO RADIO  
Sea Devils (formerly  
"Toilers of the Sea"  
—Coronado Prod.  
Technicolor)

PARAMOUNT  
Forever Female  
Little Boy Lost  
(Paris)  
Houdini  
(Technicolor)

REPUBLIC  
South of San Antonio  
(formerly untitled)

20TH CENTURY-FOX  
Man on a Tight Rope  
Call Me Madam  
(Technicolor)  
Baptism of Fire  
The President's Lady  
Sailor of the King  
(formerly "Single  
Handed")

UNIVERSAL-INT'L  
Night Flowers  
Thunder Bay  
(Technicolor)  
Sioux Uprising  
(Technicolor)  
Flame of Timberline  
(formerly "Vermil-  
lion O'Toole"—  
Technicolor)  
Man from the Alamo  
(production resumed  
—Technicolor)

WARNER BROS.  
I Confess  
His Majesty O'Keefe  
(Technicolor)  
Alma Mater

Western rodeo company at the Hobart Arena. He stated he would disclose further details from Hollywood later. He said he had completed enough Westerns for television to fulfill his commitments for 1953.

These  
are the things that  
are well worth doing!



Your ONCE-A-YEAR CONTRIBUTION TO THE  
**CHRISTMAS SALUTE**  
PUTS YOU IN THE BIG LEAGUE IN THE *TB Battle*

Once a year, and only once, your WILL ROGERS MEMORIAL HOSPITAL comes to you with the request for funds to maintain the institution for the ensuing fifty-two weeks... And *this is it* for 1952-53.

That your hospital is worthy of support is proved by the success it has achieved in fighting TB... by the services it has rendered to your fellow man during the twenty-six years you've owned it.

Its enviable record of over 90% of cases CURED... its average per-case cost of almost HALF the National estimated average... *These are the things well worth*

*doing! Saving lives, preventing the spread, and healing the otherwise helpless. And this at no cost to the afflicted.*

These are the things *you* are doing through *your* hospital. Yes, if you have any kind of job in the amusement industry, or allied to it, you share this glory. You share the protection and the responsibility too.

So, sign the Christmas Salute Scroll where you work. Get others to do it too, and give a "dime, a dollar, or an endowment." The Christmas Salute is NOW ON—Give a lift in November and December.

*It's Your Hospital* You share the glory, the protection, and the responsibility.

Owned & operated by the amusement industry

Variety Clubs



**WILL ROGERS MEMORIAL HOSPITAL**

National Office: 1501 Broadway, Room 1309, New York 36, N.Y.

*Saranac Lake*

**SURVEY FIGURES SHOW:**

# **FILMS ARE STILL PUBLIC CHOICE, TV OR NO TV**

by G. FRED AIKEN

**PROVIDENCE:** Despite fluctuating trends that at times indicate a falling off of revenue at the box office, a recent survey emphatically demonstrates that films are still the most popular form of entertainment, television notwithstanding.

Seeking to determine the likes and dislikes of known ardent film fans, the writer devoted two solid weeks recently, personally contacting 127 persons in age groups ranging from 14 to 60, to determine current entertainment preferences. Providence, R. I., was selected as the site of the survey because it has long been recognized as one of the country's foremost "test cities."

## **All Types "Sampled"**

All walks of life were "sampled," with replies broken down to five distinct age-groups. Only those persons were contacted who were positively known as better-than-average film theatre patrons. Furthermore, the survey was conducted "informally," with the people unaware they were being polled.

More than 89 per cent of those questioned were TV set owners with the great majority having their sets from two to three years.

In answer to the question, "Do you think movies are better than ever?" 65 per cent replied "Yes," 15 per cent said "No" and 20 per cent felt there had been no change.

Posed with the question, "Do you think TV will ever supplant the movies as real entertainment?" 92.1 per cent replied in the negative. Along a similar vein, when asked whether they preferred TV to motion pictures, 59.8 per cent dissented, with nine per cent declaring they felt about the same in regard to the two media. Further analysis of this last question showed every age group had a large majority who preferred motion pictures to TV except the oldest age group.

## **Gradual Return Shown**

An analysis of the poll reveals a trend away from the theatres during the first year after purchase of television, with a gradual return to regular motion picture preferences after the novelty had worn off. Of special interest in view of the current industry fight regarding sale of 16mm films, was an indication that about 89 per cent of those polled did not care for the "old" films on TV. Viewers' chief complaints were that these "oldies" were "unclear," that they were shown over and over again, and that they were distorted and with poor sound.

Concerning current admissions, 90 per cent thought they were too high, with objections registered against the policy of premium admission prices for many of the better-than-average films.

During the course of the survey, a wide

variety of opinions were expressed on a number of phases of the motion picture industry. The refreshment angle in particular was the cause of several complaints. Many commented on the damage to clothes from ice cream drippings and the indiscriminate throwing about of empty containers.

It was believed that TV could have wooed many permanent fans when it was first introduced, had it not insulted the intelligence of its viewers by repeating the same stereotyped "features."

## **Cite Lack of TV Variety**

In addition, the lack of variety, even in so-called "variety" shows, is palling on most video-viewers. Radically reduced budgets, hit-or-miss direction and faulty telecasting have driven many out of "TV bondage." Summer replacements were termed "atrocious" by viewers. The Democratic and Republican conventions appealed to only a small minority; several of those questioned felt that a few hours at best, or a few high spots, would have been ample. A corroborating note on this score was the fact that local operators and managers noted a definite increase in attendance during both conventions.

Reviewing the survey in its entirety, indications point to a more prosperous future for motion pictures, providing efforts are made to give the theatre-going public the very best entertainment possible at prices within the reach of an already overburdened and over-taxed populace.

It is up to Hollywood to keep TV on the retreat, the survey indicates.

## **NCCJ Honors Reagan and Salmon, Names Schwartz**

At an organizational meeting of the National Conference of Christians and Jews, motion picture division, in New York Wednesday, a plaque was awarded to Charles Reagan, 1951 chairman, and a silver medal to Montague Salmon, manager of the Rivoli theatre. It was decided to hold a 25th anniversary dinner, and Sol Schwartz, RKO Theatres president, was named new chairman. Mr. Salmon was cited for collecting more than \$1,000 per year for seven years and Mr. Reagan for his success as chairman. Ned E. Depinet presented the plaque and Dr. Everett R. Clinchy the medal.

## **Butterfield Seeks TV**

W. S. Butterfield Theatres this week asked the Federal Communications Commission in Washington to grant it a television station license in Grand Rapids, Mich. At the same time, the company asked that an earlier request for UHF channel in Flint be changed to a VHF channel.

# **Rank Films Big in U. S.. Says Davis**

J. Arthur Rank British product has made good progress in the American market in the past year and prospects for continued advances are bright, John Davis, Rank Organization managing director, said in New York Tuesday as he prepared to leave for London following conferences in New York, Chicago and Toronto.

He could offer no information concerning possible changes in the make-up of the Universal-International board in consequence of Mr. Rank's having sold his stock in the company to Decca Records, whose president, Milton R. Rackmil, now is president of U-I also. U-I will continue to release Rank product in the U. S.

"I'm not one to use superlatives," Mr. Davis said when he described the progress of Rank pictures here as "good."

Among the Rank pictures he said were making good records here are "The Lavender Hill Mob," "The Man in the White Suit" and "Ivory Hunter."

## **WNBC Broadcast Starts Film Announcement Plan**

Station WNBC, chief radio outlet of NBC in New York, started its series of spot announcements promoting movie-going in general and recommending an outstanding action film, during the football game October 25. The announcements are the result of a mutual pact with the Organization of the Motion Picture Industry of New York and will continue each Saturday. In return, theatres in the New York metropolitan area will begin to display posters and trailers urging theatre audiences to listen to Skitch Henderson on WNBC and WNBT for recommended current and popular films to be seen at neighborhood theatres.

## **Technicolor Profit for Nine Months \$1,499,507**

The consolidated net profit after taxes on the income of Technicolor, Inc., for the nine months ended September 30, 1952, is estimated at \$1,499,507, equivalent to \$1.60 per share. This compares with \$1,561,525, equivalent to \$1.68 per share for the corresponding nine months in 1951.

The estimated consolidated net profit after taxes for the quarter ended September 30, 1952 is \$474,087, equivalent to 50 cents per share.

This figure compares to \$500,131, equivalent to 54 cents per share for the corresponding period the previous year.

## **Open Illinois Drive-In**

Turner-Farrar Theatres have opened their new 500-car Starlight drive-in, located between Harrisburg and Eldorado, Ill. A formal opening of the recently constructed theatre will be held next spring.

# Name Rogers IN NEWSREELS Drive Area Leaders

The national exhibitors committee which will spark this year's "Christmas Salute" to aid the Will Rogers Memorial Hospital, has been completed, it was disclosed last week by Sam J. Switow, national exhibitor committee chairman, through the Rogers drive headquarters in New York.

In exchange cities throughout the nation, these distributor and exhibitor chairmen are meeting with branch managers, setting up the distribution of the Christmas scrolls to all theatres, radio and TV stations and other companies allied with the amusement industry in preparation for the kickoff of the national campaign scheduled to start this

Meanwhile, Abe Montague, president of the Will Rogers Memorial Hospital, announced the world premiere of Samuel Goldwyn's "Hans Christian Andersen" will be held for the benefit of the Hospital at the Criterion theatre in New York, November 24. G. S. Eyssell, president of Rockefeller Center, Inc., in accepting the chairmanship for this inaugural, said he hoped the premiere would become an annual event.

According to Mr. Switow, the "generous cooperation of exhibition and distribution is expected to bring gratifying results in realizing our goal for the Christmas Salute. That goal is 150,000 signers of scrolls and \$200,000 in contributions."

The completed list of the exhibitors committee follows:

Albany, Saul Ullman; Atlanta, E. E. Whittaker and John W. Harrell; Boston, Benjamin Dammingo; Buffalo, Elmer Lux and Myron Gross; Charlotte, Scott Lett; Chicago, Jack Rose; Cincinnati, Van Schwartz; Cleveland, Frank Murphy; Dallas, John Rowley; Denver, Pat McGee; Des Moines, Charles Niles; Detroit, Jim Sharkey and Art Robinson; Indianapolis, E. L. Ornstein; Jacksonville-Tampa, Guy A. Kenimer; Kansas City, Elmer Rhoden, Jr.; Los Angeles, Al O'Keefe; Memphis, Herbert Kohn; Milwaukee, Hugo Vogel; Minneapolis, Ben Berger; New Haven, Harry Feinstein; New Orleans, Henry Plitt; Oklahoma City, Morris Loewenstein and J. C. Hunter; Philadelphia, Alfred J. Davis and Jack Greenberg; Pittsburgh, Moe Silver; Portland, Art Adamson; St. Louis, Joseph C. Ansell; Salt Lake City, George Smith; San Francisco, Rotus Harvey; Seattle, Fred Mercy; Washington, D. C. Morton Gerber.

## Shea Circuit Convention Stresses Ads, Promotion

**PITTSBURGH:** Advertising and exploitation of product were among the chief topics of discussion as Shea circuit managers met during a two-day convention at the Hotel Roosevelt in Pittsburgh last week. Concessions and problems raised by television were also on the agenda at the meetings presided over by Gerald Shea, president. Others present were Richard Harper, assistant to the president; Ray Smith, film buyer; Carroll Lawler, booker, and Frank King, field manager for the Shea circuit.

# Technicolor, Allied Artists Close Deal

**FOX MOVIEONE NEWS, No. 87**—Stevenson in Chicago, Eisenhower in Boston and New York. Storm warnings around the world. Ava Gardner honored. Unsinkable swim suit. Police dog captures crooks.

**FOX MOVIEONE NEWS, No. 88**—"Ike" says he will go to Korea. Gov. Stevenson says Moscow can end Korean war. Battle raging on Korean front. Tito is visitor on U. S. carrier. U. S. heiress weds British nobleman. Football.

**NEWS OF THE DAY, No. 217**—Last lap of campaign. War's toll mounts. New York subway crash. Japanese armed forces. Mechanical marvels.

**NEWS OF THE DAY, No. 218**—Reds block Korea peace. World's largest helicopter. U. S. navy hosts to Tito. U. S. heiress bride of a lord. Fashion parade at Versailles. Football.

**PARAMOUNT NEWS, No. 29**—"Sugar Ray" in dancing debut. U. S. jets in record hop. Emperor leads homage to war dead. Japan's Safety Corps in first review. UN debate on truce deadlock. Iron Horse Mountain in Korea under assault.

**PARAMOUNT NEWS, No. 21**—World's largest helicopter. U. S. heiress weds nobleman. American wins Nobel Prize for medicine. Tito aboard U. S. Carrier Coral Sea. Harness champion attends farewell luncheon. Football.

**TELENEWS DIGEST, No. 43B**—Final week of campaign nears. Marshall Tito aboard carrier Coral Sea. Franco visits Granada. Santa's pack previewed.

**TELENEWS DIGEST, No. 44A**—Equipment dropped by chute. Biologist wins Nobel Prize. Royalty attends London wedding. Korea makes first movie since war began. Election day draws near. Duke spills Virginia.

**UNIVERSAL NEWSREEL, No. 407**—Battles rage for Korean ridges. Japanese Emperor visits shrine. Merry mechanical mechanics. Winter's coming, and birds know it.

**UNIVERSAL NEWSREEL, No. 408**—UN Assembly. Hurricane in Cuba. Hughes helicopter. Blimp award. Flower Fantasy. Football.

**WARNER PATHÉ NEWS, No. 22**—Campaign nears close. New Japanese army in first parade. Ambassador Kennan in Heidelberg. Spain honors Ferdinand and Isabella. New bathing suit won't sink. Cool weather fashions. Giants Cards football.

**WARNER PATHÉ NEWS, No. 23**—Campaign climax. Lewis orders miners back. Tito sees air show aboard U. S. carrier. World's biggest helicopter. In first flight. Navy fire fighters do job in 15 seconds. Football.

## Hattie McDaniel, 57, Dies; Beulah of Radio and TV

**HOLLYWOOD:** Hattie McDaniel, who portrayed Beulah on radio and television and won a Motion Picture Academy Award for her role in "Gone With the Wind," died October 26 of cancer after an illness of more than a year. The popular Negro actress, who appeared in some 300 films, was forced to retire from her "Beulah" show because of the illness that caused her death. Miss McDaniel was the first of her race to win filmdom's coveted "Oscar." A brother, Sam (Deacon) McDaniel, actor, survives.

## F. G. Spencer

**TORONTO:** F. G. Spencer, head of the Spencer Circuit in St. John, N.B., died Oct. 20 after a heart attack in Toronto. Mr. Spencer started his career as a showman in 1907, since then building a group of 30 theatres in partnership with the Famous Players Canadian Corporation.

## Manny Wolfe

**HOLLYWOOD:** Manny Wolfe, 48, recently named story editor for Edward Small Productions, died of a heart attack October 21. He entered the industry in 1931, became Paramount story editor in 1939, later heading the RKO story department. He was also assistant to William Dozier, associate head of production at Universal. He is survived by two sisters.

# HOLLYWOOD: Negotiations have been completed between Steve Brody, president of Allied Artists, and Technicolor, whereby for the first time in its history Allied Artists will have a number of Technicolor productions on its release program.

The commitment calls for a minimum of three major features on the 1953 schedule to be done in color by Technicolor. These are in addition to one completed in England, "Affair in Monte Carlo," made by Associated British-Pathe in affiliation with Allied Artists.

The three to be filmed in Hollywood are "Wichita," "The Annapolis Story" and "The Black Knight."

## Legion of Decency Rates Six Films; Two Classed B

The National Legion of Decency this week reviewed six new pictures, putting three in Class A, Section I, morally unobjectionable for general patronage; one in A-II, morally unobjectionable for adults, and two in Class B, morally objectionable in part for all. In A-I are "The Promoter," "Springfield Rifle" and "Wac from Walla Walla." In A-II is "Black Castle." In Class B are "Bloodhounds of Broadway" and "The Iron Mistress."

## Seven-Theatre Belgium Premiere for "Quo Vadis"

MGM's "Quo Vadis" will have a simultaneous seven-theatre premiere in Belgium November 7. Morton A. Spring, first vice-president of Loew's International, has announced. Six theatres will open the picture in Brussels and one, the Metro, will play it in Antwerp, all on the same day.

## Abraham Lehr

**HOLLYWOOD:** Services were held October 21 for Abraham Lehr, film pioneer and one-time vice-president of Samuel Goldwyn Productions. Surviving are a son, Neill, a daughter, Helen Frances, and a brother, Theodore. Mr. Lehr entered the industry in 1917. He had previously been a manufacturing executive.

## Susan Peters

**HOLLYWOOD:** Susan Peters, the screen star who became paralyzed from the waist down as the result of a shooting accident seven years ago, died in Visalia, Calif., October 26. The immediate cause of death was said to be kidney failure.

## Lewis W. Mercer

Lewis W. Mercer, step-brother of Charles Mercer, operator of the Star and Starlite Drive-in in Natchez, Miss., died at his home there October 16.

# The National Spotlight

## ALBANY

Appreciation of the production skill at the Universal studios in Hollywood is the chief impression which U-I branch managers carry away from their visits there. Leo Greenfield, Albany manager, told industry associates here on his return from the West Coast. . . . Carl Bovee, former Warner manager here and in the Western district, has leased the Smalley theatre in St. Johnsville and has reopened it as the Community. . . . Sam Davis, who conducts theatres in Phoenicia, Fleischmanns and Woodstock, is a new member of the board of directors for Albany TOA. . . . Harry Lamont darkened the Vail Mills drive-in, near Gloversville, and the Riverview drive-in, Rotterdam, a week to 10 days before he closed them last year. . . . The death in New York of Bert Kulick, president of Bell Pictures, was mourned by local friends and associates.

## ATLANTA

Julius Chapman, home office representative of United Artists, was in at the local branch. . . . Carl Cavallo, Capitol theatre, St. Petersburg, Fla., and Pauline Piazzo were married there. . . . The City Commission of Panama City, Fla., is planning to impose a one-cent tax on each theatre ticket. . . . James V. Frew, southern district manager, U-I, back in Atlanta after a trip to Jacksonville, Fla. . . . Mike Bogich is new manager of the Roxy, St. Petersburg, Fla. . . . Merl F. Hallford, former city manager Martin's theatres in Eufaula, Ala., and later on Uncle Sam's payroll, has returned there as city manager. . . . Roth Hook, owner of theatres and radio stations in Alabama, was elected mayor of Aliceville, Ala. . . . The Monteagle drive-in, Monteagle, Tennessee, with 300 cars, has opened to the public. . . . Foy Ingram, appointed as manager of the Brundidge theatre, Brundidge, Ala., a unit of the Fred McLendon theatres. . . . Jimmy Smith new manager of the Edgewood drive-in, Columbus, Ga., opened their new drive-in at Athens, Ga. . . . The Co-At-Co of Toccoa, Ga., has opened their new 400-car drive-in there.

## BUFFALO

Dr. Arthur Epstein, president of Fine Arts Films, Inc., of New York, and Richard O'Connell, sales executive of the same company, were in Buffalo last weekend to discuss the opening at the Century of "Untamed Women." . . . Charles B. Taylor, UPT and Murray Whiteman, past barker, Tent 7, Variety Club, are members of the committees boosting Wally Wagner and George Gleason for director of the Auto Club. . . . John Zimmerman, manager of the UPT Niagara, recently held a highly successful cooking school on his stage. It was sponsored by the community electrical

dealers. . . . Hank Howard, RKO publicist here, was given a farewell party the other evening in Hotel Markeen which was attended by the entire personnel of the exchange. Hank has been transferred to the Philadelphia territory. . . . The Keeney in Elmira, completely modernized, has been re-opened as the Elmira. . . . Most of the drive-ins in this area are closing. The Star, Buffalo, was one of the first to shutter, followed by the Lakeshore and Niagara drive-ins.

## CHICAGO

Business continues in the doldrums here (with a few exceptions such as the Oriental, where "Ivanhoe" has rung up a very good first two weeks); exhibitors here are attributing the dip to "pre-election," "unseasonable weather," etc. . . . Harry Walders, oldest salesman in point of service at the company's Chicago exchange, has left RKO Pictures. . . . Lyle Kelberlau, formerly with the Valos Circuit in DeKalb, has joined the staff of the York, Elmhurst, Ill., as assistant manager. . . . The Rio theatre antitrust suit hearing has been set back to January 6. . . . Bob Lindenthal of the Schoenstadt Circuit, has left for Florida to set up a furniture factory. His family will join him there in the near future. . . . The Oriental has made an arrangement for reduced parking rate for its patrons at a neighboring parking lot.

## WHEN AND WHERE

**November 9-11:** Fortieth anniversary convention, Theatre Owners of North and South Carolina, Hotel Charlotte, Charlotte, N. C.

**November 15-19:** Joint convention and trade show, Allied States Association, Theatre Equipment and Supply Manufacturers Association, Theatre Equipment Dealers Association, Morrison Hotel, Chicago.

**November 21:** Annual convention, Coliseum of Motion Picture Salesmen of America, Atlanta.

**November 23:** Silver Anniversary banquet, Variety Club of Pittsburgh, William Penn Hotel.

**November 25:** 13th annual dinner, Motion Picture Pioneers, Hotel Astor, New York City.

**December 2-3:** Annual convention, Allied Theatre Owners of Indiana, Hotel Lincoln, Indianapolis.

## CLEVELAND

Some 250 members and guests attended the Variety Club open house Saturday to premiere its new Hollenden Hotel quarters. In addition to entertainment, highlight was announcement by Heart Committee chairman M. B. Horwitz that the club is sponsoring the Cerebral Palsy Foundation School of Cleveland and cemented the sponsorship with a presentation of \$10,000. . . . "The Quiet Man" is holding a fifth week on its initial downtown run. . . . Twins were born to the wife of Sol Gordon, Monogram salesman. . . . Paul Vogel, of Vogel Building Company, Wellsville, O., a major in the reserve forces, is back on a 60-day teaching duty assignment. . . . Frank Slavik, Middlefield and Tiltonsville theatre owner, will hand out Hallowe'en treats on Hallowe'en to all children. . . . Sam Holtz, proprietor for the past 25 years of the Film Building barber shop, recently celebrated his 25th wedding anniversary with announcement of the engagement of his daughter, Rhina, to Airman 3/C Donald Lee Margolis.

## COLUMBUS

Ruth Bunsold, assistant manager of Loew's, Indianapolis, for the past year, has been named assistant manager of Loew's Broad. A native of Pueblo, Colorado, Miss Bunsold entered theatre business six years ago. . . . Joyce Hofheimer, daughter of Lee Hofheimer, H. & S. Theatres, will wed Leonard Strelitz of Norfolk, Virginia, in December. . . . Miles theatres took advantage of the current TV popularity of Lucille Ball and Desi Arnaz by playing reissues of "Lucy Goes Wild" and "Cuban Pete." . . . Police Chief Frank Harrison invoked the seldom-used curfew law to check Hallowe'en vandalism. Children under 17 are forbidden to be in places of amusement or on the streets after 10:30.

## HARTFORD

Sperie Perakos, general manager of the Perakos Theatres Circuit, New Britain, Conn., and his wife, the former Nikki Papas of Detroit, are honeymooning in Europe. . . . Completion of a 700-car capacity drive-in theatre being built in Manchester, Conn., by Bernard Menschell and John Calvocoressi of the Community Amusement Corp., Hartford, is planned for April 1, 1953. . . . Coming of cooler weather has resulted in elimination of shows during the early part of the week at the majority of drive-in theatres in metropolitan Hartford. . . . Atty. Herman M. Levy, general counsel of TOA, and executive secretary of MPTO of Connecticut, has been elected secretary of the New Haven County (Conn.) Bar Association. . . . Hartford visitors: Lee Rosenberg, Loew's Poli-New England Theatres; Ray Zimmerman, Broad Brook theatre, Broad Brook, Conn.

(Continued on opposite page)

## INDIANAPOLIS

The Allied Theatre Owners of Indiana are making a survey of 6 P.M. temperatures to help outdoor exhibitors determine the range for profitable operation. . . . Trueman Rembusch, ATOI president, is on a quickie vacation in Florida this week. . . . A. R. Glaubinger has resigned as manager of the Monogram exchange here to enter the textile business in Ohio. . . . Bob Gainey has succeeded William Brenner as booker at MGM. Brenner is now selling for U-I. . . . Wm. A. Zoetis is the new booker at 20th-Fox, succeeding James Franklin, resigned. . . . Pete Fortune has taken over the Tuxedo, east side neighborhood theatre from Al Ackermann. . . . Dale McFarland has booked Tommy Dorsey and a variety bill for stage show revival at the Lyric the week of Nov. 5. The combination policy has been dormant here for the past two years. . . . John Maloney, MGM division manager, was here on business last week, stopping by at Loews and the Broad.

## JACKSONVILLE

Leading out-of-staters at the Motion Picture Exhibitors of Florida's annual convention were Mike Simons, MGM, New York City; Jack Braunagel, Commonwealth Theatres, Kansas City, Mo.; and Bill McGraw, Texas showman, representing Variety International. . . . Leonard Allen, Paramount publicity man from Atlanta, has returned from a successful Florida "movietime tour" with Marian Marshall, Roscoe Ates, Mel Ferrer, and other Hollywood players. . . . Sledgehammers are swinging against the old brick walls of the Temple theatre, which played out as a movie house two years ago, to make way for a parking lot.

## KANSAS CITY

Patronage at drive-ins has been light since the first freeze of the fall came three weeks early, October 7. A few will stay open until severe winter weather sets in. . . . Inflow of visitors to the American Royal Live Stock and Horse show the week ending October 25, added to theatre attendance. . . . Many theatres are planning special election day events—including frequent reports on returns. . . . The Summit, neighborhood theatre of the Commonwealth circuit, in Kansas City, is closed for overhauling the heating plant and installation of acoustical ceiling. . . . Lester Zucker's office as district manager of the newly created Prairie District of Universal, has been prepared for his occupancy November 3. . . . Howard Burkhardt, manager of Loew's Midland, chairman of the public relations committee of the Motion Picture Association of Greater Kansas City, has planned, in that capacity, support for the Will Rogers Memorial fund, and was also made chairman for the exchange area.

## LOS ANGELES

Bob Strong, Canoga Park exhibitor, is offering a Pinto pony as the prize for his Keeno give-away on Friday nights. The pony is paraded through the streets during the day, and free Keeno cards are distributed by an attendant at the same time. . . . Duke Douglyn, MGM salesman, is recuperating at home after undergoing surgery at Huntington Hospital, Pasadena. . . . Herb

## Mc CLANAHAN FAST MOVER

Ralph E. McClanahan, the newly elected president of the Kentucky Association of Theatre Owners, is, in private life, the enterprising young owner of the Mack and New Irvine theatres in Irvine, Kentucky. A comparative newcomer in the industry, Mr. McClanahan has moved fast since he entered theatre business in 1938 at the age of 17. Today he is happily married, the father of two children, as well as a veteran of four war-time years in the U. S. Army Air Corps.

Prior to his election as the association's president, Mr. McClanahan had served four years as a member of the group's board of directors. Civic and social duties in his own community include membership on the board of stewards of the Methodist Church, in the Irvine Masonic Lodge and in the Order of White Shrine and Eastern Star. He is a former secretary of the Irvine and Ravenna Kiwanis Club, past president of the Young Democrat Club of Estill County and past director of the Kentucky Consumer Finance Association.

Other duties he has carried out include the 1950 fund chairmanship of the American Red Cross and the fund chairmanship of the 1951-52 Crusade for Freedom. As if all that weren't enough to occupy sev-

Turpie, Manley popcorn representative, off to Seattle on business. . . . Saul Mohi has assumed control of the Lankershim theatre Co., North Hollywood. . . . Mo Kerman, Mutual and Favorite Films chief, planned in from New York on business. . . . Irv Levin, Realart, off to Chicago to attend the Mutual Productions Convention at the Blackstone. . . . Exhibitors from out-of-town spied on the Row were: Dode Samuels, Carlbad; Mrs. Phillip Kassin, Camarillo; Jack Feder, Long Beach; Milt Smith, Santa Paula; Lloyd Katz, Las Vegas; Judge Pawley, Indio; and Ben Bronstein, Palm Springs, all meeting and greeting old friends.

## LOUISVILLE

Louisville and the vicinity will be well represented at the coming TESMA-TEDA Convention to be held in Chicago November 15 to 19. Preparing to attend are W. E. Carroll, Sr., Eddie Huber, Irving Long, E. L. Ornstein, Louis Arru, Gene Lutes and Ralph McClanahan. . . . Out-of-town exhibitors seen on the Row recently included: Jay Burton, Tom Goodman, Harold Sliter, R. H. Robertson, Mrs. George Williamson and Louis Baker. . . . Mrs. A. N. Miles, wife of A. N. Miles, owner and manager of the Eminence theatre, Eminence, Ky., is recovering from a heart attack. . . . Don Stein-kamp, who operates the Dream theatre, French Lick, Indiana, for the French Lick Amusement Co., was in town recently and sporting a new Jaguar automobile. . . . Willis Hopewell, chief sound engineer for the Switow Amusement Co. here, is back on the job following an extended vacation. . . . Mrs. Otto Ornstein, mother of Eddie L. Orn-



RALPH E. MCCLANAHAN

stein, Ornstein Theatres, Marengo, Indiana, suffered a broken leg in a fall recently. . . . According to the *Courier-Journal* here, the world premiere of Rosemary Clooney's first motion picture, "The Stars Are Singing," will be in Maysville, February 12, with appropriate ceremony.

## MEMPHIS

Shizu Moriya, U. S.-born, Vassar-educated Japanese maiden, came to Memphis to promote the opening at Strand of the Universal picture, "Willie and Joe Back at the Front," and made a hit. . . . Elton Holland, manager of Memphian theatre, Memphis, is recovering from an operation and Mrs. Eva Jolly pinch hitting for him. . . . Clyde Smith, manager of Maleco and Central theatres at Hot Springs, was killed in a traffic accident there. . . . Mrs. P. E. Morris and B. F. Jackson, owners, announced they had opened their new drive-in, the Mojac, at Indianola, Miss. . . . Ed Doherty, Exhibitors Services, was in Arkansas on business for his company. . . . Mid-South exhibitors booking on Film Row included Louise Mask, Polivar; Douglass Pierce, Jackson; Guy Amis, Lexington; G. H. Goff, Parsons. . . . Harlen theatre, 200-seat Negro house at Leland, Miss., was destroyed by fire last week.

## MIAMI

Judson Moses, exploitation expert from MGM's Atlanta office, was in town planning a publicity campaign for the run of "Ivanhoe" at the Royal and Variety. . . . The plans of George Brandt to build an elaborate

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drive-in to cost about \$250,000 with accommodations for 800 cars, 800 seats and a stage for live shows, seems to be stymied. A building permit was issued by the Dade County Commission, but a Circuit Court injunction by the Miami Beach Motel Association has halted action. . . . Tieing in with "The Lusty Men," both the Olympia and Beach offered free admission with a horseshoe. . . . A West Hollywood, Fla., drive-in operator, Frank Krickler, shot some film shorts of several night clubs, including strip spots.

## MILWAUKEE

Oliver Trampe will go to the Monogram meeting in Hollywood, November 12. . . . Andy Kenny, formerly with Gran Enterprises, is now at the Warner exchange here as booker. . . . Another change along film row is that Jake Kaiser, formerly head booker at Warners, is now city salesman there. . . . Two Fox houses, the State and Riviera, have again been closed. . . . The Victory and '41 Twin Drive-in have closed for the season. The Bluemound is still operating. . . . "Snows of Kilimanjaro" will open at the Towne theatre here November 16 where "Ivanhoe" is out-grossing "Quo Vadis."

## MINNEAPOLIS

Mrs. William Cameron, wife of the operator of the Gem at Waterville, Minn., passed away. She had been ill for several months. . . . Don Potter is the new assistant manager at the RKO Pan replacing Leland Davis, who was assigned to the RKO Iowa, Cedar Rapids, Iowa. . . . Sidney Volk, operator of the suburban Terrace, says that "there's no use crying about show business—it's going to come back." . . . Rex Allen, cowboy star, was the chief attraction at the Hallowe'en festival at nearby Anoka. . . . Irving Sochin, U-I short subjects sales manager, was in to conduct a meeting of the U-I sales and booking staffs. . . . Variety Club will sponsor an all-industry Homecoming dance Nov. 1 at its clubrooms in the Nicollet Hotel. Carl Rowan, *Tribune* reporter, will speak at the monthly meeting of the Club Nov. 3. . . . Art Anderson, Warner district manager, was in.

## NEW ORLEANS

The Gilbert Romeros will open their third indoor, the Booker-T, Lafayette, La., on November 1. . . . John L. Guidry died at his home in Galliano, La., on October 14. He was associated with his son, state representative Richard Guidry, in the operation of the Star in that city. . . . Seen on the Row this week were U. P. Guitry, Gonzales drive-in, Gonzales, La.; E. R. Sellers, Yarn drive-in, Opelousas, La.; F. G. Prat and Harold Dacey, Prat Circuit, Vacherie, La.; John Elzey, King's, New Roads, La. and son John Patrick, Pat's drive-in, Vidalia, La. . . . T. M. Miller, Elizabeth, Elizabeth, La., wires that because the only industry in town is on strike: "I am forced to suspend operations until otherwise advised." He closed after Monday's, Oct. 27, show. . . . Grosses in New Orleans first-run situations remain sturdy despite the wide interest in current politics and national electioneering aired via TV and radio and local political rallies.

## OKLAHOMA CITY

A sneak preview of a giant new Paramount Technicolor hit, plus "Somebody Loves Me" was shown at the Criterion theatre, Oct. 23. . . . "Way of a Gaucho" has been moved over to the Capitol theatre, with companion hit, "Flame of Sacramento." . . . Pre-release showing of "Ivanhoe" is in its fourth and final week at the Warner theatre. . . . "Miracle of Fatima" started at the Midwest theatre, Oct. 23. Admission price is 65 cents till 6 P.M. then \$1.00. Children admitted at any time for 35 cents. . . . Ed Thorne, booker for Cooper Foundation Theatres in Oklahoma City, reports business very good. . . . Jake Theatre, Shawnee, Okla., has Penny Day, once a week, when one paid admission plus one cent will admit two adults or two children. Admission price is 25 cents for adults and 10 for children.

## OMAHA

Stanley Blackburn has resigned as manager of the Orpheum theatre to accept a position with the Mutual Health and Accident Association. Don Shane, manager of the Omaha and Paramount, also Tri-States theatres, is serving temporarily as manager of the Orpheum. . . . The Polk, Neb., theatre will close its doors November 5, owner Arnold Nehaus has announced. . . . Tri-States district manager, William Miskell, chairman of the Omaha Police Civil Service Commission, attended a meeting of the national organization in New York. . . . Lewis Cole has finished a two-year stint in the Army and is back as Universal booker, replacing Barney Rosenthal, who is slated to go to Des Moines. . . . Clyde Cooley, local IATSE secretary, has been named secretary of the state organization. . . . Omaha Colosseum officers elected at the October meeting are William Wink, Warner Brothers, president; Paul Back, RKO, vice-president; Pat Halloran, 20th-Fox, secretary; Fred Feijar, MGM, treasurer and Rich Wilson, MGM, sergeant-at-arms.

## PHILADELPHIA

William Goldman Theatres joined the local first-run advanced price parade with the opening of "The Snows of Kilimanjaro" at the Midtown. . . . City revenue commissioner Forde reported that receipts from amusement taxes and permits for the first nine months of the year totalled \$2,173,205; a decrease of \$27,889 for the comparable period in 1951. . . . Ed Potash, Universal-International office manager, became the father of a baby girl born last week. . . . The distributors, independent theatres and Warner Theatres division of the United Fund reached 20.4 per cent of the goal at the first report this week. The theatres division, headed by Jacob Beresin, reached nine per cent of the quota. . . . George Kline, owner of the State, Boyertown, Pa., cooperated with the Boyertown Businessmen's Association in staging a free show for children after the community Hallowe'en parade on Oct. 31. . . . The trial date of the Independent Poster Exchange vs. National Screen Service suit has been set back to Feb. 16.

## PITTSBURGH

The Variety Club Tent No. 1, 1953 board, will be composed of Harold Lund, M. A. Silver, Ray Downey, Elmer Ecker, Nor-

man Mervis, Bob Prine, Sam Speranza, Al Weiblanger, Carl Doser, Jimmy Klingensmith, and either Harry Kodinsky or Ray Scott. . . . Ecker and Lund will be the delegates to the Variety Club convention at Mexico City. . . . Joel Silverman, son of RKO branch manager Dave Silverman, is learning the booking business at the Warner exchange. . . . Joseph Cotton was at the J. P. Harris theatre for a personal appearance exploiting his picture, "The Steel Trap." . . . Louella O. Parsons is lining up a plane load of movie stars to attend the Silver Anniversary banquet of Variety Club Tent No. 1 late in November. . . . Mr. and Mrs. Ben Kalmenson became grandparents again when a son, Donald George, was born to their daughter Diane (Mrs. Burton Levine). . . . Larry Brozevich has quit Loew's Penn after many years of service to go into another line of business.

## PORTLAND

Two holdover pictures are doing all of the business here this week. . . . "Ivanhoe" at the Liberty and "The Quiet Man" at the Broadway. The new TV fever, unusually hot weather, and overload of expensive transient name attractions has put first run houses into a slump. . . . Mayfair manager Herb Royster flew to Seattle for a couple of days to attend a meeting at the Evergreen office on the forthcoming Danny Kaye stage show to appear there. . . . Paramount manager Oscar Nyberg always has some promotion for his pictures—this time it is a gaucho dance exhibition in the lobby to push "Way of a Gaucho." . . . Broadway manager Keith Petzold back at work after three weeks' vacation. . . . Guild and Century theatre manager Marty Foster just returned from an extensive business trip to Las Vegas and California. . . . Herb Larsen, *Oregonian* movie editor, off to Seattle to attend his father's funeral services. . . . Jack O'Brien, UA branch manager, got his name inscribed in the Shriners Golden Book for outstanding achievement in presenting their annual Shows of Shows affair, which was an outstanding success.

## PROVIDENCE

Due to the great influx of patrons endeavoring to see "The Miracle of Our Lady of Fatima," the Majestic was forced to hold the picture over at this house, because of its greater seating capacity, rather than send it down to the Carlton, as originally planned. . . . A near sell-out was reported at the Auditorium for the personal appearance of Dean Martin and Jerry Lewis, with their all-star review. . . . Several neighborhood houses have started their fall and winter series of Saturday kiddie matinees. . . . Mild weather has been favoring the surrounding drive-ins. . . . Downtown theatres did a thriving matinee business following Dwight D. Eisenhower's visit to this city. . . . The Rustic drive-in is operating Fridays, Saturdays and Sundays only during October and November. . . . The Liberty and Hollywood theatres are running "dinnerware nights" on Mondays and Tuesdays. . . . Something of a record was established when "Big Jim McLain" hit eight houses, all within a few miles radius, simultaneously. In the larger situations this is commonplace, but rather unusual in certain small, but densely-populated territories.

(Continued on opposite page)

## SAN FRANCISCO

Top grosser was "Snows of Kilimanjaro" at the Fox. The film topped the boxoffice leader for the Fox having reached the same gross of the former record holder, "David and Bathsheba." The latter had advantage of the Labor Day weekend of 1951. . . . The 1,500-seat Curran theatre has been bought by Louis R. Lurie at a cost of \$800,000. It will continue under management of William J. Zwissig. . . . Unless a satisfactory settlement is worked out between the Motion Picture Projectionists Local 162 and Fox West Coast Theatres regarding the inclusion of the health and welfare plan in the master agreement, a strike will take place against Fox West Coast Theatres here following a meeting Tuesday. . . . The Rio at Monte Rio, booked by Ed Rowden, will close for the season Nov. 1. . . . The street was saddened with the sudden death of Thomas J. Kearney, 47, who died while at work in the projection room of the Esquire theatre, October 22. Mr. Kearney had been a member of the Local since 1941 and in 1951 was elected president. He was also a delegate to the San Francisco Theatrical Federation.

## ST. LOUIS

Plans for a welfare fund for men and women in the motion picture business were discussed at a meeting last week of representatives of all branches of the industry. The meeting named a temporary organization committee to look into the matter. . . . The largest quiz prize ever awarded in this city went to a lucky lady who correctly answered the question of the Fanchon and Marco (St. Louis Amusement Co.) radio reporter. The question pertained to "The Snows of Kilimanjaro" and the correct answer brought \$3,750 to the winner. . . . Warner Bros. manager Lester Bonn is readying plans for the Salute to the Will Rogers Memorial set to open this week. . . . Mrs. Georgia Pitner, wife of Harry Pitner, owner of the Strand and Uptown theatres in Fairfield, Ill., back home after a sojourn in St. John's Hospital here.

## TORONTO

Len Bishop, manager of Shea's, Toronto, cooperated with Bert Brown of the Famous Players headoffice staff, and Win Barron of Paramount to stage a successful matinee for mothers of carriers of the Toronto *Telegram* to plug "Just for You." . . . Midnight show at Roxy, Yorkton, netted \$300 for a kiddies' park in that city. This followed celebration of a special night honoring Nat Rothstein on occasion of 25th anniversary of house. . . . Capitol theatre, Ottawa, celebrated Thanksgiving Day with a special show for the children. . . . Capt. the Rev. Norman Rawson of Hamilton will be the guest speaker at the annual luncheon meeting of Motion Picture Theatres Association of Ontario Nov. 4. . . . Leonard W. Brockington, president, Odeon Theatres of Canada

### 1000 SEATS \$1.90

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Ltd., was guest speaker at the 70th Anniversary dinner of the Salvation Army. . . . Western division meetings of Famous Players Canadian Corp. will be held Nov. 12 and 13 at Vancouver, 17 and 18 at Calgary, and 20 and 21 at Winnipeg.

## VANCOUVER

John Griffiths, 72, veteran projectionist at the Victoria Road Theatre, died after a heart attack. . . . Jack McCausland, Famous Player maintenance manager, reports that the 1,000-seat Paramount planned for Kamloops in the interior of British Columbia, will be delayed until the steel shortage is over. . . . Walter Hopp, manager of the Starlite drive-in at Nanaimo on Vancouver Island, will take over as manager of the International-Cinema, Vancouver, with the closing of the outdoor theatre. . . . Barney Regan, manager of the Victoria Road theatre here in his first year operation increased business by 25 per cent. . . . H-A (Giddy) Goward, 80, died in Victoria. He was known to thousands of Victoria theatre-goers over the last half century. . . . Roger Madison, formerly with the 20th Century-Fox in New Zealand, has joined the local Fox office as contract clerk, replacing Jean Edwards, who resigned.

## WASHINGTON

Bob Hope was received at the White House, and was given a citation by President Truman for his entertainment of overseas troops. . . . Jerry Adams, chief barker of the Variety Club of Washington, spoke at the meeting of the Society for the Prevention of Blindness, on October 23. He told of Tent 11's efforts in the work of the society. . . . Willie Biron, former night club operator, died of a heart attack on October 18. . . . Dean Martin and Jerry Lewis were in for a one-night stand at the National Guard Armory on October 23. . . . The Columbia theatre has been playing to the largest crowds in its 38-year history, with "The Snows of Kilimanjaro." . . . The elections for the Variety Club's Board of Governors for 1953, will take place on November 3 at the Willard Hotel. . . . The Philanthropic Committee of the D. C. Motion Picture Council is holding benefit card parties, the proceeds to go toward the purchase of a motion picture projection machine to a local sanatorium.

### Texas COMPO Dinner Honors Joan Crawford

The Texas Council of Motion Picture Organizations will honor Joan Crawford at a dinner November 5 at the Brook Hollow Golf Club, Dallas, to show its appreciation to the star for her contribution to the Gonzales Warm Springs Foundation. Miss Crawford made a special trailer for showing in Texas theatres during the month of August in connection with the 1952 Texas Theatres Crippled Children's Fund for the Foundation. According to R. J. O'Donnell, chairman of the 1952 campaign, the trailer was responsible for the largest Texas theatres' audience collection on record. Attending the dinner will be outstanding men of the motion picture industry, as well as political and civic leaders from the state of Texas and other areas as well.

## Free Shows Hit at Meet In Michigan

**DETROIT:** Lawrence Griffin, exhibitor, attacked the practice of free motion picture showings by business concerns and others, at last week's meeting here of Allied Theatres of Michigan.

Mr. Griffin emphasized in his address before the convention delegates the importance of the motion picture theatre to a community, no matter how large or small. A suggestion was made to appeal to the Michigan legislature to have laws passed which would make free motion pictures unlawful, even to the extent of prohibiting construction of drive-ins so that screens would face highways.

Adolph and Irving Goldberg and Charles Komer of the Community theatre were hosts to the attending exhibitors at their Bel-Air drive-in for a special discussion with Ted Roggy, theatre architect, to answer queries.

The members unanimously reelected the same officers for a second term. John Vlachos remains as president; E. J. Pennell, vice-president; Irving Belinsky, secretary-treasurer, and Allan Johnson, National Allied director. Mrs. Dolores Cassidy was chosen as alternate national director. Ernest T. Conlon remains as executive-secretary of the organization.

### Cites Low Cost for Showing Of Natural Vision Films

Theatre alteration costs for the presentation of Natural Vision films would be a maximum of \$1,000 for a first run house and from \$200 to \$300 for a subsequent run, it is estimated by Milton Gunzburg, president of Natural Vision third dimensional film company. The alteration costs would consist mainly of coupling two projectors, attaching 5,500-foot magazines, and using a reflective type screen. Mr. Gunzburg noted that many small town theatres already have a reflective type screen and believed that the magazines could be easily rented. Otherwise, all other equipment is standard. He said the \$1,000 figure is based on alterations done by the Hollywood and Paramount theatres in Hollywood for the premiere showing of Arch Obler's "Bwana Devil" November 27, but emphasized these were extensive alterations and the figure might be even lower.

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REBUILDING CHAIRS? WHEN YOU ARE ready, contact us. Lowest prices. Large stock late type theatre chairs always on hand. We manufacture flexated spring edge cushions to fit all chairs. Write for prices. EASTERN SEATING COMPANY, 138-13 Springfield Blvd. Springfield Gardens, N. Y.

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GENTLEMEN BE SEATED IN COMFORTABLE S. O. S. chair buys. Prices start \$2.50. Send for bulletin. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

## Walter Pidgeon Slated To Be Next SAG Head

HOLLYWOOD: With the deadline for nominations by petition passed, Walter Pidgeon became the unanimous choice of the nominating committee as the next president of the Screen Actors Guild, succeeding Ronald Reagan, who served for five years. The election takes place November 9.

## Italian Film Exports Show Big Increase Since 1946

Italian film exports have jumped 683.4 per cent since 1946 with 62 countries now distributing Italian product as compared to 16 in the first full post-war year, according to "The Italian Motion Picture Industry—

## THEATRES

WANTED LEASE OR BUY SMALL THEATRE on drive-in New England or New York. BOX 2675, MOTION PICTURE HERALD.

MONTANA THEATRES, MONEY MAKERS, Round and Roundup, 2000 and 3000 population. Wire PAUL McADAM, Livingston, Mont.

EXCELLENT PROPOSITION IN VIRGINIA. Only theatre in small town—absente ownership, evenings only. Write BOX 2690, MOTION PICTURE HERALD.

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CAN YOU TAKE PICTURES? SHOOT LOCAL newsreel TV commercials and make advertising tie-ups with local merchants. Send for Film Production Equipment Catalogue. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

## DRIVE-IN EQUIPMENT

ORDER NOW. TAKE TIME PAYING. Complete dual projection and sound from \$1,595. In-car speakers \$15.95 pair with junction box. Available on time. Send for equipment list. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

## BUSINESS BOOSTERS

COMIC BOOKS, AVAILABLE AS PREMIUMS, giveaways at your trade shows. Large variety, latest newsstand editions. COMICS PREMIUM CO., 412½ Greenwich St., N. Y. C. Publications for premiums (exclusively) since 1929.

THANKSGIVING — MASKS \$1.250 PER THOU. SAND. Coloring books, comic books. Catalogue on request. HECHT, 3074 Park Ave., New York 51.

1952" just issued by Italian Films Export. The brochure was edited by Jonas Rosenfield, Jr., IFE public relations head, and Dr. Leandro Forno, head of the organization's bureau of information. Although the importation of foreign films into the country declined by 50 per cent from 1947 through 1951, box office grosses in Italy's 2,000 regular theatres plus the 5,300 houses which exhibit films twice a week or less, rose from approximately \$45,000,000 to \$117,000,000 over the same period, according to the report.

## Plan Missouri Drive-In

The Dickinson Operating Company has announced plans for the construction this fall of a drive-in theatre in Monroe City, Mo., to be ready for opening by next spring.

## SERVICES

WINDOW CARDS, PROGRAMS, HERALDS, photo-offset printing. CATO SHOW PRINTING CO., Cato, N. Y.

## NEW EQUIPMENT

RCA 868 photocells, \$2.95; sand urns, \$4.95; parts for Simplex and Powers, 30% discount; 60 ampere rectifiers, \$43.95 pair; Brite-Lite soundacreen, 354 foot. STAR CINEMA SUPPLY, 441 West 50th St., New York 19.

MARVELOUS MASONITE MARQUEE LETTERS saves over 50%: 4"-35c; 8"-50c; 10"-60c; 12"-65c; 14"-81.25; 16"-81.50, any color. Fits Wagner, Adler, Bevelite signs. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

SELLING LIKE HOT CAKES! RECTIFIER bulbs 15 amp. \$4.59; stereopticons, 500W \$24.95; Flew pistol oilers \$2.15; Griswold 35mm splicers \$23.95; Neumade reels \$9.95 set. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

SPECIAL SCREEN SALE WHILE THESE OVERstocked aluminum brand new screens last. 3'-9" x 12' @ \$36; 2'-10" x 14" @ \$40; 4'-12" x 16' @ \$48; 4'-14" x 19' @ \$51; 1'-17" x 23' @ \$30. All white perforated. Also 1'-8" x 11" silver unperforated \$35. Black flameproofed duvetyne masking cloth, 36" wide @ 60c. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

## USED EQUIPMENT

EXHIBITORS! BUY NOTHING UNTIL YOU check our prices! RCA MI-925 amplifier, like new, \$195; pair Magnarc lamphouses, rebuilt, \$500; pair Super-Simplex mechanisms, rebuilt, \$850; 50 ampere rectifiers, with tubes, \$125 pair; pair Simplex 1 kilowatt lamphouses, with rectifiers, rebuilt, \$625. What do you need? STAR CINEMA SUPPLY, 441 West 50th St., New York 19.

SAVE 50% AND MORE! WAGNER 10' LETTERS: plastic 60c; aluminum 75c; seat covers 60c. Rebuilt Automatics 3 unit machine \$225; \$200 aluminum reels \$1.50; wire welded \$1.15. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

1,000 SEATS \$1.90 FAMOUS AMERICAN SEATING chairs, spring seat, panel back, perfect condition, sacrificed, call or wire ELWOOD NEWARK, HU. 3-1222.

## Fight on Sunday Films

SALEM, ORE.: An initiative measure that would outlaw the showing of motion pictures in Oregon on Sundays has been filed with the state election bureau by employees of the Portland Meadows, Ore., race track. The action appears to be in retaliation against theatre operators who are supporting a measure on the November ballot calling for the repeal of pari-mutuel wagering in Oregon.

## Jacobs to Union Film

Arnold Jacobs has joined Union Film Distributors, Inc., as vice-president in charge of sales. The company was recently reported to have concluded arrangements for the distribution of the Mayer-Kingsley product.

# MANAGERS' ROUND TABLE



An International Association of Motion Picture Showmen — Walter Brooks, Director

## FP-C Managers Are Showmen—and Salesmen

UP where Nature puts on a show, with the longest run in history, the eastern division of Famous Players-Canadian Corporation, operating theatres from the Maritimes to the head of the Lakes, held their annual showmanship meeting last week at the General Brock Hotel, Niagara Falls, Ontario, and sitting in that meeting, we learned a lesson in leadership.

John J. Fitzgibbons, president and managing director of the circuit, is a man of rare charm and great ability. He combines in one person both courage and caution, and in his every statement, you can see the characteristic qualities of his Scotch-Irish ancestry, for he dares to go ahead, but he makes sure he is going straight, with a hand on the brakes, if needed. He's our notion of an ideal theatre executive, and we can understand why "Fitz" is so popular with his working staff.

The conference was for Famous Players' associates, managers and partners, and from Mr. Fitzgibbons' remarks on the floor, we know that Famous Players managers are partners, too. He told them, "You are running the theatres"—and then qualified it with a question: "Are you running a good theatre?" There was willingness to let the man on the spot direct his own enterprise, but to guide him towards a degree of success based on substantial backing. There's team work—and a good coach.

We can appreciate such theatre executives as Morris Stein, eastern general manager, and Jimmie Bairn, for they offer their men cooperation rather than compulsion as an incentive to get proper results, with appropriate rewards. There is no sign of friction in the organization. These men work together for a common objective, and that is to sell tickets at the box office.

They're showmen because they are in show business—but they are also salesmen, and their widespread operation of theatres as a going business, has the public's regard and approbation. You can see they are proud to represent FP-C in their communities, for the company supports them in that kind of public relations. A concentrated, di-

### CANADA IS PROSPEROUS

It's a shock to your nervous system to go into Canada and find that your good old U.S. dollars are worth 5c less than par. It jolts your complacency, and then when you think it over, perhaps it serves us right. Canada is the only place in the world where the U.S. dollar sells at a discount and there's a reason.

We were reminded of the slogan adopted at the recent Schine meeting in Albany: "Business will be good for those who make it good." And business is better in Canada because they've made it better, by hard, diligent effort, and by virtue of the fortunate fact that there's less Government interference with business in Canada—there's more free enterprise and free competition. Not so much time or money has been poured down the drain in legislative demands or legal squabbles. Showmanship is the usual trade practice.

R. W. Bolstad, vice-president and treasurer of Famous-Players-Canadian, told the meeting that business had quadrupled since 1932 in their houses; that more than twice as many individual ticket sales were being made today. Famous leads in the sale of theatre ticket books, and part of the meeting we attended was devoted to a discussion to make this sale even better this year than last year.

We might look across that friendly border with envy—and with a sincere desire to recapture for ourselves some of the business practices they have never lost.

rected effort is made to sell tickets, and they lead in that field, with nearly three million tickets sold every week in the year.

We understand now why Famous Players-Canadian is known as "a circuit that does things." They are always willing to try something new, and they make it work, successfully and profitably.

Stan Andrews is a new friend we made at the Ontario meeting. Famous Players think the world of him; he's a typical manager worthy of the name, and highly regarded for his showmanship skills. Big, slow-moving and slow-talking, but fast-thinking, and with real purpose in his application of salesmanship at the box office. We cite him here for an accomplishment that was brought out in the overall discussion of theatre ticket sales.

Stan enjoys the distinction of being the only manager in our book who ever approached this record: He sold 35,000 theatre tickets in one bloc, to one industrial concern, which they gave away to their employees and their families. It was a natural, as a good-will gift, in industrial relations. Stan got 42c a ticket, which was a slight concession, but the tickets were used at all hours, and were presented by adults and children, indiscriminately, so it really scaled-up regular admission prices.

Coming back from Ontario, we stopped over at Elmira and visited briefly with Ralph Crabill, long-time division manager for Warner's theatres in the Southern tier. And when he knew where we had been, he told us some personal reminiscences of John J. Fitzgibbons. How "Fitz" came to Boston—in the early days of Paramount-Publix—and took an intensive course in the operation of the Metropolitan theatre, from box office detail to stage show. He served his time on every individual job.

Young Jack Fitzgibbons, Jr., is a chip off the old block—or is he? He refused to work his way up through the steps of management in his father's circuit, and stepped out for himself heading his own theatre confections business, competitively with FP-C in plenty of places. Instead of working his way up, he made himself felt so actively that his father had to buy him back, with a really attractive offer to head Theatre Confections, Ltd., as an affiliated company.

—Walter Brooks



## An Example To Follow

LOEW'S "BIG FIVE" MOVIE SEASON is launched in New York, with a parade, floats, girls, and movie executives to prove that the circuit's booking of UA's "High Noon," Republic's "Quiet Man," Columbia's "Affair in Trinidad," Paramount's "Somebody Loves Me" and MGM's "Merry Widow" constitute an event of national importance.

Above you see Francis Winikus, advertising manager for United Artists; Oscar Doob, general theatre executive for Loew's; Al Tamarin, publicity manager for UA, and Eddie Dowden, of Loew's theatres in New York, admiring the street display for "High Noon"—and below, Ernie Emerling, advertising and publicity director for Loew's theatres, inspects two floats on "The Merry Widow" in which the appeal of the picture is translated in terms of feminine pulchritude [and we can't blame him for picking his shots!]. Other scenes are of Times Square in the excitement of the event, and a little of the reverberation that went with it.



## Fox Lyceum Series Sold To Advantage

Coming back from Canada we are more than ever impressed with the booking and exploitation prospects of 20th Century-Fox's series of "art" and "lyceum" short films, which received more than the usual attention at Niagara Falls, and also in the Fox-Midwest bulletin from Kansas City, recently. No other company has provided this type of short film, and it very apparently fits in with that never-ending search for the so-called "lost" audience for motion pictures.

"Lyceum" attractions, presented by Fox Midwest in Atchison, Carthage and other towns, includes "The Life and Loves of Tchaikovsky" and an assembly of "art" films of feature length that qualify for special handling, on something resembling Famous Players-Canadian's original treatment of "Curtain at 8:30" for reserved seat or special audiences. The First Opera Film Festival is listed.

Currently, 20th Century-Fox are offering seven "Art" films in Technicolor, each devoted to a painter and his paintings. A special 8-page pressbook is available on the series, and it was this in particular that was praised by Ontario showmen, for it gives the manager the stuff to get his teeth into, at the point of sale. Original campaign, as a test-run, in Allentown, Pa. (and why didn't we go there and see it) was demonstration and proof of the fact. You can pick up from here by getting the pressbook.

### Martin Cave Makes With "Dreamboat"

Martin Cave, manager of the Dominion theatre, Victoria, B. C., on Vancouver Island (we're getting up in geography) places his campaign on "Dreamboat" in the Quigley Awards competition, and we can tell him we heard at Niagara Falls that he gave away a television set as a prize package with picture that kids the pants off the television folks. Nothing like taking advantage of opportunity, and this was a natural. Out of 20,856 tickets distributed for this door prize, 10,034 showed up at the store the next day to enter claim for their prize. The sponsors were very generous, and very pleased. Each ticket presented, whether it won the \$400 television set or not, was good for a 10% discount on many electrical accessories.

### Gets Special Handling

"Snows of Kilimanjaro" made another of its pre-release prentieres at the United Artists theatre, Detroit, with a dirigible flying overhead, beautiful models at eye level, but not Ava Norring, who was ill. She was presented with a sweater in absentia by the local American-Hungarian community, which hardly filled the vacancy in the program.

## SHOWMEN IN ACTION

Dan Krendel's "B's" are Brave—they're now in the sixth week of their 13-chapter "Stunt a Week" serial, and it gets more exciting than a cliff-hanger. Right now, Herb Chappell, manager of the Palace, Guelph, is top-man and he's a year and a half with Famous Players-Canadian, in the Ontario district, with no previous experience!

Robert Heekin, manager of the Florida theatre, Jacksonville, secured the endorsement and support of the local medical association for RKO-Pathe's short film, "Your Doctor."

Harry Wilson's co-op pages on "Dreamboat" and "Just For You" at the Capitol theatre, Brantford, Ontario, reached our desk before we had a chance to congratulate him in person. It's a grand job.

James A. Carey, manager of the Hiway theatre, York, Pa., bought an oversized admat and made his own window cards for a recent picture that needed that extra plug.

The Paramount theatre on Broadway has a historic collection of Springfield rifles as lobby ballyhoo for their current attraction, which should be an interesting idea in any city or town that has an armory or national guard unit.

Special lobby displays featuring enormous cut-outs of the principal stars in "Hans Christian Andersen" are being prepared by the RKO exploitation department, following the good ideas of those who make 24-sheet cut outs for the same purpose.

Bill Trudell, of the Capitol theatre, London, Ont., got a news photographer to make a shot showing one of his patrons using the theatre's hearing aids, which made top-line newspaper publicity.

The boys up at Niagara Falls agreed that Ernie Smithies was not a man of few words, nor was he apt to refer to a spade as "a utensil with a broad scoop used to lift or throw loose matter." Ernie has shorter words—and more of them, for conversational purposes.

Bob Harvey, manager of the Capitol theatre, North Bay, Ont., uses a "Book of the Month Theatre Tickets Club" to sell theatre ticket books every thirty days, with phone calls to remind potential buyers.

W. J. Straub, manager of the Paramount theatre, Glens Falls, N. Y., found a local woman who had been to Fatima, Portugal, to spark newspaper publicity and Catholic patronage for "The Miracle of Fatima." He posted everything within 25 miles, with 24-sheets, 3-sheets and window cards.

We liked the line that Stan Andrews used in his new Fall advertising campaign at the Paramount theatre, Brantford, Ont.—NOWTIME is Movietime—it's catchy.

We're full of stories of FP-C and we'll be telling you more of them, from week to week, in these pages. It's educational, and inspirational, to sit in meeting with a company of showmen.



William K. Trudell, manager of the Capitol theatre, London, Ontario, was a pleasant table companion at the convention of Famous Players-Canadian eastern division managers at Niagara Falls, Ont., last week, and we admired this photograph showing how a local newspaper gave him the credit that is due a manager who conducts his publicity efforts with the cooperation of the Ontario press. This is the newspaper's own window display.

## Records In Tieup With March King

MGM Records will release a new soundtrack album on 20th Century-Fox's "Stars and Stripes Forever" featuring the music of John Phillip Sousa, recorded directly from the film, and the salute to "The March King" is expected to have widespread approval with the public. (We remember, circa 1910, when we had cards printed "Attache-Lewis Opera House" and John Phillip Sousa played a matinee in our town of 3,000 population, in Pennsylvania. What a thrill!)

The MGM-20th Century-Fix deal goes further and offers \$350 in cash prizes for the best exhibitor-dealer cooperation across the nation. Contest runs until March 31st, with \$200 first prize, \$100 second prize, and \$50 third prize, to contenders. To qualify, mail pictures to show your displays, to the Round Table, or 20th Century-Fox Films Corporation, New York. Saul Handwerger, publicity manager for MGM Records in New York is prime mover in this promotion.

Lots of other MGM Record tieups are available, for managers everywhere, on musical films that can be tied in immediately with the local dealer. Suggest to him, that he place National Screen standees in his store, on a rental basis, through the run of the picture. There is also a Victor Record promotion on "Because You're" Mine which will be seen in stores and backed by the RCA-Victor Company, with a substantial advertising appropriation.

### Waterford, California! Here We Come!

Charles Reynolds, manager of the Marco theatre, Waterford, Calif., writes just the kind of a letter that leaves us sighing for the wide open spaces, between here and California. We'd take off, too, if we could recapture our youth, enroute. He is in the San Joaquin Valley, in the heart of the grape and peach belt, with a grain country, nearby. The house seats 400; is a "family" operation, he is manager, projectionist and janitor, his wife and daughter serve as cashier, snack bar and bookkeeping experts. Air conditioning in summer; natural gas heating in winter.

### Newspaper Uses Stiff Approach

Up in Norwich, Conn., the *Daily Bulletin* has a house rule that "readers" or other publicity must appear under a heading "Announcement"—veddy, veddy formal, as Winchell might say. But Joe Boyle, manager of Loew's Poli theatre, makes capital of the office ruling, and really gets that result, under the heading. He announces a contest on "Monkey Business" that couldn't make better business of the necessity without monkeying around with the front office.

### The Round Table Binder is Ideal

John J. Fitzgibbon's keynote address to his managers, associates and partners, at the Niagara Falls meeting last week, took a welcome slant, for this listener. He advocated a memory file of showmanship ideas, gleaned from the trade press, and he exhibited samples that he had put away in his own "tickler file" in the past.

And we're reminded that the Round Table binder, now available to all members at \$1, which is manufacturing cost, is a practical and durable way of preserving the pages of the Round Table for future use. Mr. Fitzgibbons hit the nail on the head when he said that showmanship ideas are where you find them, and that every idea suggests another, or a different adaptation for other uses.

That's the reason we are aergic to indexes, for in our opinion, no manager worthy of the name needs an index to start his thinking, nor a blueprint to show him what to do, once the idea is conveyed to him. A word to the wise is sufficient; and you never can tell what adaptation you may develop by turning another man's business building stunt, inside-out, for your purposes. It may be a totally different thing than what you started with, and we'll be able to print still another showmanship device in practice.

We can't very well tell you to divert an original idea to another use, nor can we index an idea under one head when it may lead your active mind into a succession of alternate applications. The best method is to turn the pages of the Round Table, in a binder, and let them suggest ideas to you, for your development.

### Kokomo Theatres Use Advertising Rhymes

S. W. Neall, partner and city manager of Alliance Theatre Corporation in Kokomo, Ind., where they operate the Indiana, Sipe, Isis, Fox and World theatres, uses little verses illustrated with drawings to tell his institutional advertising story. This is an example, and it's a cute verse, with both truth and poetry.

If it's Laughter you're after  
And you want to be Gay  
If your Attraction is Action  
See a Movie Today.  
If it's Mystery or History  
Drama or Dance  
Thrills or Chills,  
Or Ardent Romance...  
If it's Pleasure you Treasure  
You can find it this way.  
Just go to a Show  
See a Movie Today!

Mr. Neall has converted a local interest in Civic Theatre to advantage by renting the Sipe Theatre to the little theatre group for stage shows. Most recently, he had one of the best Indiana appearances of the Movietime U.S.A. star tours in Kokomo.

## Tiff Cook Is Promoted

One of the best news items that we heard in Canada was that Tiffany "Tiff" Cook had been moved up from his post as manager of the Capitol theatre, Toronto, to the publicity department in Famous Players-Canadian's head office under James R. Nairn, advertising and publicity director for the circuit. "Tiff" will look after theatre exploitation, with a greater opportunity to break his old records at the Capitol, where he accomplished major and minor miracles under certain handicaps. We've always boasted of his showmanship in one situation — now we'll see him spread his talents.

Also promoted in the FP-C line-up is Henry Marshall, of the Regent, Ottawa, who succeeds Tiff at the Capitol; Malcolm McCannon becomes manager of the Alhambra; Tom Dailey takes over the University from Fred Trebilcock, who moves to the Imperial. All of these changes are in Toronto. Tom Dailey and Fred Trebilcock are both members of the FC-C "25 Year Club" and have a long record of superior showmanship with a top-bracket circuit.

### "Dusk To Dawn" is The Longest Show

Fred G. Lentz, publicist for Carl Schyn Theatres, who operate the East 30 Drive-In at Fort Wayne, Indiana, have had good results with a "Dusk to Dawn" show, which may be a bit late for many drive-in operations this season, but if it works, they can remember it next year. Show starts and just runs on and on. Come and stay as long as you like, it will be tomorrow when it's time to go home. Those who do stay for breakfast, get free doughnuts and coffee. The program consisted of six features and as many cartoons for intervals. Having sold the longest show, the theatre is now engaged in selling "The Greatest Show On Earth" as a coming attraction.



Exciting stunt for the Detroit engagement of "Ivanhoe" was a lobby broadcast by ABC's network station, WXYZ. Above are Charles Dietz, MGM's publicity man; Jack Rellis, producer of the program; Helen Bowers, of the Free Press; N. A. Meyers, manager of the Adams theatre, and Dick Osgood, Detroit's pre-eminent radio personality, whose "Show World" program is best in these parts.

## Minnesota In Annual Drive

# Selling Approach

Ev. Seibel, director of advertising and publicity for Minnesota Amusement Company, sends a description of the Thanksgiving to Christmas drive which they have launched in 24 situations in their circuit, calculated to overcome the usual slump that comes at that time, traditionally, and which can be overcome by showmanship.

"A Bonanza of Theatre Entertainment" is promised to Minnesota patrons in this "Happy Holiday Season"—and it shows in the elaborate brochure which has been prepared in circuit headquarters to sell the idea, to the manager and his audience. Four weeks of profit are guaranteed, with a one-two punch for a box-office win. Between Turkey Day and Merry Christmas is the toughest time of the year to get the public's attention for the movies, and this is just what the doctor ordered for a seasonal complaint. "Ev" urges selling individual attractions BUT with emphasis on the theatre itself.

"Merry Christmas" shows for industrial sponsors, plus service club kiddie shows and other "rental" projects are advised. They also sell ticket books, called "Happiness Books" in Minnesota, and aptly named. Screen selling for "Date Nite" is an idea that has merit, in the waning days of a Leap Year. They suggest a "Proposal Contest" just to stimulate those late comers who might miss the bus. Beautiful job of presentation and we like the spirit of it.



We heard a lot about "Curtain at 8:30" at the Ontario meeting of managers of the Famous Players-Canadian Corporation, where this particular showmanship device originated, and we applaud the version above which is put on by Walter Reade theatres, in Kingston, N. Y., albeit curtain time is ten minutes later, but none the less effective. The Walter Reade circuit is putting it through a group of six theatres.

**SOMETHING FOR THE BIRDS** — 20th Century-Fox. The \$7,500 prize picture for outstanding showmanship. We list it early so you can get your entry in as a contender. It's something for showmen. In this one, Edmund Gwenn is back, "Mister 880" and he's 881 times phonier! The laugh's on everyone. It's funny because you know he's a phoney. He used to print his own money—now it's "Something for the Birds." Fox is giving away free 24-sheets—and they are fine posters—if you'll use them in your town. See pressbook for details. All accessories and newspaper ad mats are calculated to sell comedy. Teaser ads will recall "Mr. 880" and bring them back for another big laugh. Complete campaign mat for 35c has everything needed in a small situation. There's a box-office boosting herald, or you can print your own with oversize ad mat No. 301. Patricia Neal adds sex appeal to free radio transcription and interview. There's a free teaser trailer and a "production" trailer starring Victor Mature from the cast. You may also like the attractive counter card, or the plastic stock-ons, in full color. And by all means send for the free showmanship kit on the picture, for those entering the contest. It sells you, and it will help you to sell others.

**THE LUSTY MEN** — RKO Radio Pictures. "A fast buck, a fast bronc, a fast thrill." Put them all together and you get a sensational slice of life from the Wildest Show On Earth — Big Time Rodeo. Where they ride hard, play hard, love hard! The inside story of the rodeo cowboys on tour and how they do their stuff. 24-sheet and all posters have the making of good cut-outs for lobby or marquee. Herald and window card not reproduced in pressbook, but the slide is good—"Make a buck, spend it fast, meet a dame, kiss her quick." You better make it clear to your patrons this is NOT a routine western in the usual formula. No guns in the picture, this is NOT a "shoot-em-up" cowboy picture, and it packs a punch, for grown-ups. Newspaper ad mats in good assortment, many that are so big they can't be used in most situations. There is no 35c bargain mat with enough ad and publicity mats for most purposes, but you can do all right if you pick your mats carefully. Susan Hayward looks good in this one, and Robert Mitchum is one of the "Lusty Men." One action strip mat, No. 4X, leads up to a certain climax, which you'll see in the picture.



**THE THIEF** — United Artists. The picture that screams with suspense—but does not talk! Never before such tremendous want-to-excitement. Ray Milland in his greatest role since "The Lost Weekend"—and Rita Gam, the "sex-without-words girl." The only motion picture of its kind. Not a word is spoken. . . . Everyone is talking about the film that doesn't talk. 24-sheet is strong for marquee or lobby display and all accessories follow the same theme. Herald keys the campaign with advertising slogan—"too exciting for words." Newspaper ad-mats in generous assortment and a supplement containing newer styles which are even better. There are two kinds of teaser ads, and plenty in large or small sizes. One pose of Rita may be a little too sexy in some situations. Complete ad and publicity mat for 35c contains ten different styles sufficient for any small theatre. Publicity mats give Rita Gam a send-off to justify the rave she got in LIFE magazine. She doesn't have to talk. Picture has been elaborately pre-sold. There is a mat for a teaser throwaway, No. 3B, that looks both exciting and intriguing. Also, a mat for a teaser card, No. 2G, which is one of the best stunts we've seen. It reads "Catch 'The Thief'" — with theatre playdates on the opposite side.

**SPRINGFIELD RIFLE** — Warners. In color by Warnercolor. The girl, the gun, they made one man equal to five. This is the story of "Long Lex" Kearney whose raw courage you'll long remember. Gary Cooper is the right man for the right gun. A man had to be crazy to stand up to Kearney when he stood behind a Springfield! 24-sheet is one of the most spectacular for cut-outs. All posters have gigantic head and rifle pose. Picture should sell strongly to sportsmen and others at this time of year. Walter Winchell says in today's paper: " 'Springfield Rifle' has Gary Cooper executing his tight-lipped heroism in bang-bang-up style." Newspaper ad in both large and small sizes, and best of all for small situations: That 35c economy size that has everything you need at one low price. No herald, but you can print your own from an oversized ad mat, of which there are several, and find a sporting-goods dealer to buy the other side. Try No. 304 for a circus-type herald. Pressbook offers mat for spin-the-rifle game, which will intrigue the kiddies and can be printed inexpensively.



# "What the Picture did for me"

## Allied Artists

**ARCTIC FLIGHT:** Wayne Morris, Alan Hale, Jr.—Our business was only fair on this picture. This is another picture that you will have to advertise like everything to get the patrons out. Most of that most of the film was made on location around the Arctic. The picture didn't have a snappy title to bring them in either. That is one thing that ruins a picture. Played Tuesday, October 7.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

**FARGO:** Bill Elliott, Phyllis Coates—We double-billed this with "Rosie Dow Story" and came out very good. This is just an average Elliott picture. I would only have it as a double-bill and nothing else. Played Saturday, October 18.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

**KANSAS TERRITORY:** Bill Elliott, Peggy Stewart—On some of these Wild Bill pictures, I might get started with the pictures and before you know it, the picture is over. Some of our patrons mentioned that before they could really get seated the picture was over, because it was so short. Our business was fair, and the reason we didn't do any better is the mistake we made playing it on a single bill. Don't you think exhibitors make the same mistake as I did? Played Tuesday, October 14.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

**RODEO:** Jane Figh, John Archer—A very pleasing little program film. Color very poor. Not clear cut and print went in and out of focus from beginning to end. Played Thursday, Friday, Saturday, October 2, 3, 4.—Coombes and Hudson, Rio Theatre, Lloydminster, Sask., Canada.

## Eagle Lion

**HIGH LONESOME:** John Barrymore, Jr.—Good Western, poor color. Played Thursday, Friday, Saturday, September 18, 19, 20.—Coombes and Hudson, Rio Theatre, Lloydminster, Sask., Canada.

## Lippert

**VALLEY OF EAGLES:** Jack Warner, Nadia Gray—Good picture of a different type. However, English pictures do not go here. Played Thursday, Friday, Saturday, September 25, 26, 27.—Coombes and Hudson, Rio Theatre, Lloydminster, Sask., Canada.

## Metro-Goldwyn-Mayer

**GLORY ALLEY:** Leslie Caron, Ralph Meeker—Here is a sleeper. The picture has everything. Played to a full house, which is very unusual here for Tuesday night. Advertise plenty and your customers will see a good show.—L. Brazil, Jr., New Theatre, Bearden, Ark.

**INVITATION:** Van Johnson, Dorothy McGuire—This fine little picture did average at the box office. With a little push this might have set a record. More good comments on this than anything we have had in a long time. Played Wednesday, Thursday, October 15, 16.—D. J. Seng, Karlstad Theatre, Karlstad, Minn.

**IT'S A BIG COUNTRY:** All star cast—This did well above average on our midweek change, with no extra pushing. Played Wednesday, Thursday, October 1, 2—D. J. Seng, Karlstad Theatre, Karlstad, Minn.

**JUST THIS ONCE:** Peter Lawford, Janet Leigh—The folks liked this one. It will hold up well with some shorts. Business was way below average in this small town. Played Wednesday, Thursday, October 8, 9.—Francis Gill, Paonia Theatre, Paonia, Colo.

**LOVE IS BETTER THAN EVER:** Elizabeth Taylor, Larry Parks—This is a good comedy picture with some new laugh angles. I only ran this one day but believe it would have stood up another two days.

... the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS *What the Picture Did for Me*, Motion Picture Herald, Rockefeller Center, New York 20.

Good average draw here. Played Tuesday.—L. Brazil, Jr., New Theatre, Bearden, Ark.

**LOVE IS BETTER THAN EVER:** Elizabeth Taylor, Larry Parks—This is nothing to brag about; we can't let down a bunch of kids that played the part well. The idea of the picture is good, and the kids put it over. If ten minutes of kissing in each reel is love, then throw the book at us. Small town, less than average business. Played Wednesday, Thursday, October 15, 16.—Francis Gill, Paonia Theatre, Paonia, Colo.

**PAT AND MIKE:** Spencer Tracy, Katharine Hepburn—Rather weak. Seemed very slow in spots and not up to par considering the stars involved. Certainly cannot compare to "Adam's Rib." Played Sunday, Monday, October 19, 20.—Rowell Bros., Idle Hour Theatre, Hardwick, Vt.

**PARMA:** Spencer Tracy, Katharine Hepburn—Rather weak. Seemed very slow in spots and not up to par considering the stars involved. Certainly cannot compare to "Adam's Rib." Played Sunday, Monday, October 19, 20.—Rowell Bros., Idle Hour Theatre, Hardwick, Vt.

## Paramount

**AARON SLICK FROM PUNKIN CRICK:** Alan Young, Dina Shore, Robert Merrill—Kind of a story that's long as it brings it in the patrons. I'll take more of them. Business was good. Played Sunday, Monday, Tuesday, October 12, 13, 14.—J. E. Wilson, Majestic Theatre, Clear Lake, S. D.

**JUST FOR YOU:** Bing Crosby, Jane Wyman—Poor show. Bing is surely losing his following. Poor songs and stupid story. Many complaints from patrons who at least expected their money's worth. Played Thursday, Friday, Saturday, October 8, 9, 10, 11.—Coombes and Hudson, Empress Theatre, Lloydminster, Sask., Canada.

**RED MOUNTAIN:** Alan Ladd, Elizabeth Scott—Heavy with stars, but poor on the draw. The story is a good one, but the material and the story were both walkouts. Did below average business at the box office. The big difference in our box office between this one and "High Noon" was due to the playdates. UA let us have "High Noon" while it was hot in this area. Paramount pulled "Red Mountain" from an August 2 date after we had our calendars out, making us play it six months old. The place advertising on our calendars didn't help any. Played Saturday (preview), Sunday, Monday, Tuesday, October 4, 5, 6, 7.—Milan G. Steele, Ritz Theatre, Pawnee, Okla.

**HONEYCHILE:** Judy Canova—All corn, but it failed to sprout here. Box office about 80 per cent. Played Friday, Saturday, October 17, 18.—D. J. Seng, Karlstad Theatre, Karlstad, Minn.

**TRIGGER, JR.:** Roy Rogers, Dale Evans—A good Western in color with plenty of action. The circus will go well with the kids. Average business, small town. Played Friday, Saturday, October 10, 11.—Francis Gill, Paonia Theatre, Paonia, Colo.

## RKO Radio

**KING KONG:** Fay Wray, Bruce Cabot—Picture was booked for one week at the Empire, but the crowds were so large we opened it the second day. The funny thing about it was that we only had one print for the two theatres, but not once did we have a miss-out. Best money maker we have had in a long time. Played Friday, Saturday, August 15, 16.—R. M. Corbin, Strand Theatre, Birmingham, Ala.

**RANCHO NOTORIOUS:** Marlene Dietrich, Arthur Kennedy—This gave us the poorest Friday Saturday

we have ever had. I would not take this again for free. Played Friday, Saturday, October 3, 4—D. J. Seng, Karlstad Theatre, Karlstad, Minn.

## Twentieth Century-Fox

**BELLES ON THEIR TOES:** Myrna Loy, Jeanne Crain—Very good. Our patrons like this series. Business was good, too. Played Sunday, Monday, Tuesday, October 10, 11.—J. W. Willson, Majestic Theatre, Clearlake, S. D.

**DOWN AMONG THE SHELTERING PALMS:** Merle Gaynor, David Wayne—Good program. Nothing to rave about, but pretty fair entertainment. Played Thursday, Friday, Saturday, October 16, 17, 18.—Coombes and Hudson, Empress Theatre, Lloydminster, Sask., Canada.

**PRIDE OF ST. LOUIS:** Dan Dailey—This is a good comedy picture about the life of Dizzy Dean. Dan Dailey at his best. Very good. Played Wednesday, Thursday.—L. Brazil, Jr., New Theatre, Bearden, Ark.

**RED SKIES OF MONTANA:** Richard Widmark, Constance Smith—A really entertaining picture. Business was average. The town has a boy in the Forest Service and he was in this picture but still didn't help the box office. Played Friday, Saturday, October 10, 11.—D. J. E. Willson, Majestic Theatre, Clearlake, S. D.

**ROSE OF CIMARRON:** Jack Buetel, Mala Powers—Fair Western, in fact a good Western until the fight in the train holdup—that did it. Trucolor very poor compared to Technicolor. Played Thursday, Friday, Saturday, September 11, 12, 13.—Coombes & Hudson, Rio Theatre, Lloydminster, Sask., Canada.

**ROSE OF CIMARRON:** Jack Buetel, Mala Powers—Better than average Western. A good plot with Rose doing some fast shooting. Will hold up well. Small town, average business. Played Friday, Saturday, October 17, 18.—Francis Gill, Paonia Theatre, Paonia, Colo.

**ROSE OF CIMARRON:** Jack Buetel, Mala Powers—This is a dandy western type picture in beautiful color. Jack Buetel and Mala Powers make Fox a good team. A few of these could be made in a series. Better than average draw here. Played Friday, Saturday.—L. Brazil, Jr., New Theatre, Bearden, Ark.

**WAIT 'TILL THE SUN SHINES, NELLIE:** Jean Peters, Hugh Marlowe—An excellent show. Different type from what you would expect from the title. Story and acting very good. Only complaint—too long (108 minutes). Played Monday, Tuesday, Wednesday, October 13, 14, 15.—Coombes and Hudson, Empress Theatre, Lloydminster, Sask., Canada.

## United Artists

**HIGH NOON:** Gary Cooper—Did a smash business with this picture. Terrific suspense and realism. These Stanley Kramer productions mean good business and good entertainment. Played Sunday, Monday, Tuesday, Wednesday, September 14-17.—J. E. Willson, Majestic Theatre, Clearlake, S. D.

**HIGH NOON:** Gary Cooper, Grace Kelly—Strong draw, good photography, suspense with music and a song that ties it perfectly. Probably didn't cost to make, but it did draw the business that "Red Mountain" did, and that probably cost several times as much to make. Played Saturday (preview), Sunday, Monday, Tuesday, September 20, 21, 22, 23.—Milan G. Steele, Ritz Theatre, Pawnee, Okla.

(Continued on opposite page)



# INDEPENDENT FILM BUYERS REPORT ON PERFORMANCE

Film buyers of independent circuits in the U.S. rate current product on the basis of its performances in their theatres. This report covers 108 attractions, 4,192 playdates.

Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (\*) indicates attractions which are listed for the last time.

EX means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

## THE FILM BUYER'S RATING

	EX	AA	AV	BA	PR
About Face (WB)	—	7	42	17	7
Affair in Trinidad (Col.)	8	5	2	7	—
Anything Can Happen (Para.)	—	3	8	11	14
Atomic City (Para.)	—	—	1	18	16
Because You're Mine (MGM)	—	—	4	—	—
Belles on Their Toes (20th-Fox)	7	32	55	8	6
Big Jim McLain (WB)	3	18	15	5	—
Big Sky, The (RKO)	—	15	10	1	—
Bonzo Goes to College (Univ.)	—	—	4	2	—
Brave Warrior (Col.)	—	—	3	14	1
Brigand, The (Col.)	—	—	2	4	—
Bronco Buster (Univ.)	—	7	15	12	7
California Conquest (Col.)	1	2	10	8	1
Captain Pirate (Col.)	—	—	2	1	9
Carbine Williams (MGM)	9	30	36	17	1
Caribbean (Para.)	—	—	6	6	1
Carrie (Para.)	—	—	6	12	5
Carson City (WB)	—	23	32	14	3
Clash By Night (RKO)	—	10	23	11	3
Crimson Pirate (WB)	—	5	7	1	—
Cripple Creek (Col.)	—	—	7	5	—
Deadline U.S.A. (20th-Fox)	—	1	23	22	12
Denver and Rio Grande (Para.)	—	—	24	19	15
Devil Makes Three, The (MGM)	—	—	4	1	—
Diplomatic Courier (20th-Fox)	1	3	11	23	13
Don't Bother To Knock (20th-Fox)	1	3	14	10	—
Dreamboat (20th-Fox)	—	11	11	11	6
Duel at Silver Creek (Univ.)	—	7	10	3	1
Fearless Fagan (MGM)	—	—	3	2	3
Feudin' Fools (Mono.)	1	2	1	—	—
Fighter, The (UA)	—	—	1	2	3
Francis Goes to West Point (Univ.)	11	32	22	7	10
Greatest Show on Earth, The (Para.)	44	21	1	—	1
Girl in White, The (MGM)	2	18	23	10	2
Glory Alley (MGM)	—	1	8	6	—
Half Breed (RKO)	—	5	29	2	5
Has Anybody Seen My Gal? (Univ.)	2	26	41	8	—
Here Come the Marines (Mono.)	2	1	9	—	—
High Noon (UA)	7	22	14	—	—
I Dream of Jeannie (Rep.)	—	2	17	13	13
Island of Desire (UA)	—	7	19	2	2
Ivanhoe (MGM)	5	—	—	—	—
Ivy Hunter (Univ.)	1	6	10	5	8
Jumping Jacks (Para.)	22	20	4	2	1
Just Across The Street (Univ.)	—	2	14	8	6
Just For You (Para.)	2	3	9	3	—
Kangaroo (20th-Fox)	1	1	28	25	16
King Kong (RKO)	2	12	11	7	2

	EX	AA	AV	BA	PR
Lady in The Iron Mask (20th-Fox)	—	—	1	4	1
Les Miserables (20th-Fox)	—	1	3	3	1
Lost in Alaska (Univ.)	2	9	17	6	—
Lovely to Look At (MGM)	13	40	21	19	—
Lure of The Wilderness (20th-Fox)	30	26	8	5	3
Lydia Bailey (20th-Fox)	1	12	43	8	3
Mara Mara (WB)	—	—	9	27	4
*Marrying Kind, The (Col.)	—	18	26	21	7
Merry Widow, The (MGM)	4	11	19	16	1
Monkey Business (20th-Fox)	—	4	3	—	—
Montana Territory (Col.)	—	4	8	3	1
*My Son John (Para.)	—	2	11	15	22
†My Wife's Best Friend (20th-Fox)	—	—	—	2	3
Narrow Margin (RKO)	—	—	—	5	4
No Room for the Groom (Univ.)	—	4	6	20	3
O. Henry's Full House (20th-Fox)	—	2	6	3	1
One Minute to Zero (RKO)	—	14	2	1	—
Outcasts of Poker Flat (20th-Fox)	—	3	21	24	9
Outcast of the Islands (UA)	—	2	4	3	1
Outlaw Women (Lippert)	3	6	—	—	—
Pat and Mike (MGM)	2	26	38	27	5
Paula (Col.)	—	—	13	12	7
Quiet Man, The (Rep.)	—	5	3	—	—
Quo Vadis (MGM)	38	29	1	4	—
Rainbow 'Round My Shoulder (Col.)	—	2	4	2	1
Red Ball Express (Univ.)	—	8	40	5	2
Red Mountain (Para.)	2	25	23	10	4
Rose Bowl Story, The (Mono.)	—	—	4	1	—
Sally and Saint Anne (Univ.)	—	1	13	10	13
San Francisco Story (WB)	1	1	24	17	10
Scaramouche (MGM)	6	33	45	22	—
Scarlet Angel (Univ.)	—	2	18	14	9
She's Working Her Way Through College (WB)	8	40	29	18	3
*Singin' in The Rain (MGM)	20	31	37	6	1
Skirts Ahoy (MGM)	8	62	32	2	—
Sniper, The (Col.)	—	—	6	4	—
†Somebody Loves Me (Para.)	—	—	7	—	—
Son of Ali Baba (Univ.)	—	1	3	3	—
Son of Paleface (Para.)	9	14	9	1	—
Sound Off (Col.)	—	6	20	1	—
Story of Robin Hood (RKO)	3	17	19	7	—
Story of Will Rogers, The (WB)	23	29	13	3	—
Streetcar Named Desire, A (WB)	17	16	22	13	11
Sudden Fear (RKO)	—	3	2	5	—
Three For Bedroom C (WB)	—	—	1	15	6
Untamed Frontier (Univ.)	—	6	8	5	—
Wagons West (Mono.)	—	—	9	4	—
Wait Till the Sun Shines Nellie (20th-Fox)	2	7	12	21	18
Wall East on Beacon (Col.)	2	7	6	3	2
Washington Story (MGM)	—	—	4	13	11
We're Not Married (20th-Fox)	4	22	23	13	1
What Price Glory (20th-Fox)	—	11	18	11	1
Where's Charlie? (WB)	—	—	10	22	22
Wild Heart, The (RKO)	1	3	12	5	—
Winning Team, The (WB)	—	8	41	43	5
*With A Song in My Heart (20th-Fox)	18	88	24	—	—
Woman of the North Country (Mono.)	—	—	5	2	1
World in His Arms, The (Univ.)	3	20	17	18	—
Young Man With Ideas (MGM)	—	2	14	11	9
You For Me (MGM)	—	—	2	3	—

# The Product Digest

## It Grows on Trees

**U-I**—It's Money That Grows

Leonard Goldstein, who had been making the so-called bread and butter pictures at Universal, has another one here. It is good, solid, basic fare for the broad, great heart of the numerous American family. It additionally has the superb comedy characterizations of Irene Dunne, in another "Mama" role, and of Dean Jagger, as her spouse, always sympathetic and always confused. And it has deft, clever, plentiful touches of subtle comedy, and a large proportion of belly laughs. The latter during a preview were loud enough to drown out ensuing dialogue.

In short, this is for the real customers from the neighborhoods, the suburbs, the farms and the homes. And money indeed will grow from such customers if the showman will really step out in telling and selling.

The idea of the picture is this: simple, sweet housewife Dunne and her simple and distressingly honest but financially embarrassed husband Dean Jagger find sudden windfalls of five and ten-dollar bills blowing in windows or being brought in by their children and pets. While her husband is away on business, Miss Dunne discovers the money grows on two backyard trees. She hoards it while writing to the Treasury, Agriculture and Internal Revenue Departments to ascertain its legitimacy.

Regarding such letters as eccentricity, the departments give their approval, and Miss Dunne thereupon pays off the mortgage, redecorates the house, and accumulates a bank account.

What brings it all to a rousing climax of confusion and comedy is that the bills begin wilting and crumbling—like leaves. This at first leaves Miss Dunne open to charges of passing bad money; but when she proves with newspaper publicity she really has money trees, and that governmental agencies have approved them, she threatens the national economy and becomes the object of national attention. The solution is amusing, logical, and sends the audience away with that warm feeling of an experience in charm and whimsy shared.

Arthur Lubin directed from a story and screenplay by Leonard Praskins and Barney Slater.

*Seen at the RKO 86th Street theatre, New York, on a weekday night, with an audience which registered approval loudly and often. Reviewer's Rating: Excellent.—FLOYD STONE.*

Release date, November, 1952. Running time, 84 minutes. General audience classification: PCA No. 1955.

Polly Baxter.....Irene Dunne  
Phil Baxter.....Dean Jagger  
Diane Baxter.....Joan Evans  
Richard Connell.....Edith Meiser, Sandy Descher, Dee Pollack, Les Tremayne, Malcolm Lee, Beggs, Forrest Lewis, Frank Ferguson, Bob Sweeney

## Bloodhounds of Broadway

**20th-Fox**—A Runyon View

The Broadway world of the late Damon Runyon, with its assortment of odd, if trivial,

characters, comes to vibrant life in this film version of his "Bloodhounds of Broadway." George Jessel has given this story of a tough bookie who has a soft, sentimental core, a tight production treatment all the way with color by Technicolor.

In an easygoing manner the picture fuses the elements of a melodrama, a comedy and a musical. With the locale frequently a night club, there is the intermittent occasion for songs, dances and production numbers. All told, despite the make-believe nature of the story, it should do handsomely at the box office, for the entertainment ingredients have been knowingly concocted. The audience of paying customers at the Academy of Music in New York where the picture was "sneaked" last week responded with frequent outbursts of laughter.

Scott Brady and Mitzi Gaynor enjoy the leads, he as the Broadway bookie, and she as a lass from the backwoods of Georgia. A state crime investigation sends Brady and his henchmen running to the hills for cover and thus he meets Miss Gaynor. Since the hillbilly lass has a heaven-sent voice, and besides she is in trouble with her feuding relatives for helping Brady, the latter decides to take her back with him to Broadway. Presently Brady finds his troubles compounded. Not only is detective Michael O'Shea preparing a new investigation against Brady, but his girl friend, Marguerite Chapman becomes jealous of Miss Gaynor, so jealous in fact that she eventually "sings" to the police about Brady.

Once again, in the screenplay by Sy Gombell, Brady decides to take to his heels, but Miss Gaynor exerts some wholesome persuasion. The result: a year in prison for Brady, followed by an honest life and marriage to Miss Gaynor.

The bloodhounds of the title are a pair of huge canine pets of Miss Gaynor who smell out Brady's hiding place in the conventional ending.

Other characters who perform on the outer edges of the story are Mitzi Green, Wally Vernon and George E. Stone. Harmon Jones directed.

*Seen at the Academy of Music in New York. Reviewer's Rating: Very Good.—MANDEL HERBSTMAN.*

Release date, November, 1952. Running time, 90 minutes. PCA No. 1937. General audience classification:

Emily Ann Stackerlee.....Mitzi Gaynor  
Brain Foster.....Scott Brady  
Tessie Sammis.....Mitzi Green  
Marguerite Chapman, Michael O'Shea, Wally Vernon, Henry Slate, George E. Stone, Edwin Max, Richard Allan, Sharon Baird, Ralph Volkie, Charles Buchinski, Timothy Carey, William Walker, Paul Wexler, Alfred Mizner, Emile Meyer

## SHOWMEN'S REVIEWS

### SHORT SUBJECTS

### ADVANCE SYNOPSIS

### THE RELEASE CHART

## Hangman's Knot

**Columbia**—Super-Western

Here's a super-Western that really deserves the phrase. Within the limits of the standard type of outdoor drama, "Hangman's Knot" tells its suspense-filled story with a minimum of words, a maximum of action in fully realized terms of character and locale potential. In short, it's very good film-making.

Randolph Scott stars in the production, on which he also is credited as associate producer with producer Harry Joe Brown. Roy Huggins, who wrote as well as directed, perhaps deserves the major share of credit for having created such an entertaining western drama out of ingredients which are nothing if not somewhat familiar. He has aimed it at the mass market with a laudable lack of condescension and phototography it in color by Technicolor.

The tale is essentially simple. A band of Confederate soldiers, led by Scott, is sent out to Nevada in 1865 to waylay a large shipment of Union gold. They accomplish their mission, wiping out the opposition in ambush, only to find that the war ended a month before. Knowing they will be hanged as outlaws if found by the local Yankees, they begin their desperate escape, pursued by a group of renegade vigilantes who are not so much interested in justice as in the gold.

The "Rebs" are eventually trapped in a mountain stage station, badgered from without by the surrounding vigilantes and from within by greed and lust in their own ranks and in a quartette of unwilling hostages, including Donna Reed, a nurse, and Richard Denning, a cowardly trader. Tension mounts continuously as escape is planned and climaxes in the burning of the station and more bloody corpses than in the last act of "Hamlet."

The performances are all first rate, including those of Claude Jarman, Jr., a Rebel youth on his first mission; Frank Faylen, another quietly heroic Rebel and Lee Marvin, their villainous pal. Ray Teal is wicked and amusing as the head of vigilantes. Photography and all production values are tops.

*Seen at Columbia screening room in New York. Reviewer's Rating: Very Good.—VINCENT CANBY.*

Release date, November, 1952. Running time, 84 minutes. PCA No. 15964. General audience classification:

Matt Stewart.....Randolph Scott  
Molly Hull.....Donna Reed  
John Wayne.....Claude Jarman, Jr.  
Cass Browne.....Frank Faylen  
Glen Langan, Richard Denning, Lee Marvin, Jeanette Nolan, Clem Bevans, Ray Teal, Quinn "Big Boy" Williams, Monte Blue, John Call, Reed Howes

## Montana Belle

**RKO**—The Daltons Ride

That rich lode of Western fare—the Daltons—is given another working in "Montana Belle." To give the Western fans an added premium, (Continued on following page)

(Continued from preceding page)

that legendary figure of outlawry, Belle Starr, is woven into the narrative. The picture has been made on a generous production scale, with a large cast, and color by Trucolor. The story itself may not be distinguished for any originality, but what it lacks in that department it makes up in scope, action and obstreperousness.

None other than Jane Russell portrays Belle Starr, with Scott Brady assuming the role of Bob Dalton, and George Brent playing a respectable gambling house proprietor under whose spell Miss Russell falls. The picture, produced by Howard Welsch and directed by Allan Dwan from the screenplay by Horace McCoy and Norman S. Hall, is sure to do well in the market at which it is aimed.

Miss Russell joins the Dalton gang after she is rescued from the noose by Brady. In time the two fall in love, with an element of friction provided by Forrest Tucker, another member of the gang who has his own designs on Miss Russell. As a result there arise some pretty grim fisticuffs between Brady and Tucker which are photographed unsparingly.

Presently the Daltons go off on a bank-robbing mission, leaving Miss Russell behind. When her hideaway is raided she assumes it was the Daltons who informed, and as a result forms her own outlaw gang in competition with the Daltons. Raid follows raid with increasing success. Finally Miss Russell sees the juiciest of plums, the gambling establishment run by Brent. To better loot the place, she works out a half-interest deal in it, and while marking time, she performs there as a vocalist. Unfortunately she falls in love with Brent and this causes complications insofar as the intended robbery is concerned. As the story rushes to its conclusion, Miss Russell's gang and the Daltons join forces in the planned robbery. Even though Miss Russell by this time has decided to go straight, she agrees to take part in the robbery to prevent Brent from being killed. As it ends, all the criminals are wiped out or captured, save Miss Russell, who is wounded. When the curtain comes down it looks like a happy future for Miss Russell and Brent.

*Reviewed in the home office projection room.*  
*Reviewer's Rating: Good.*—M. H.

Release date, November, 1952. Running time, 81 minutes. PCA No. 1395. General audience classification.

Belle Starr ..... Jane Russell  
Tom Bradfield ..... George Brent  
Bob ..... Scott Brady  
Forrest Tucker, Andy Devine, Jack Lambert, John Litel, Ray Teal, Roy Mallinson, Roy Barcroft, Holly Banc, Ned Davenport, Dick Elliott, Eugene Roth, Stanley Andrews

## Ride the Man Down

*Republic—Cattle Baron's Legacy*

Republic's new adventure drama boasts a slick and handsome mounting with color by Trucolor and a marquee full of money names that should set the box office cash register to ringing.

With a full measure of fast paced action surrounding the turn of the century fight for a cattle empire, balanced by a closely-knit romance, this Western makes well-rounded film fare.

The fabulous 700,000-acre "Hatchet" ranch is the center about which the action revolves. Upon the death of hard-bitten, pioneer owner Phil Evarts, the ranch is left in the hands of his weak-kneed brother, James Bell and daughter Ella Raines, who apparently is the only member of the family inheriting her father's fighting spirit. Unscrupulous ranchman Brian Donlevy is all set to step in and appropriate as much of the rich land as he can get his hands on, when Hatchet foreman Rod Cameron decides to stand by his boss' daughter and hold her property against all comers. There are a series of exciting, abortive attempts, including murder, before the final happy conclusion with Rod and the ranch heiress.

The cast is jam-packed with big names that mean selling-power. Aside from Donlevy, Cameron and Ella Raines, all excellent performers, others, including Chill Wills, Barbara Brit-

ton, J. Carroll Naish and Forrest Tucker turn in capable stints. Joseph Kane is the associate producer and director of the film which is based on a *Saturday Evening Post* story by Luke Short. Mary McCall, Jr., did the screenplay.

*Reviewed at the Republic screening room in New York. Reviewer's Rating: Good.*—A. S. FISHMAN.

Release date, November 15, 1952. Running time, 90 minutes. PCA No. 1390. General audience classification.

Walt Marriner ..... Brian Donlevy  
Walt Ballard ..... Rod Cameron  
Celia Evarts ..... Ella Raines  
Forrest Tucker, Barbara Britton, Chill Wills, J. Carroll Naish, Jim Davis, Taylor Holmes, James Bell, Paul Fix, Al Caudabe, Roydon Clark, Roy Barcroft, Douglas Kennedy, Chris Pin Martin, Jack LaRue and Claire Carleton

## Voodoo Tiger

*Columbia—Weissmuller Adventure*

Once again Johnny Weissmuller plays "Jungle Jim" in this outdoor action series. Fashioned along routine lines, the film offers the usual amount of fighting, dangerous animals and menacing natives in haphazard fashion that may please the adventure fans and the younger set. Weissmuller in this one has to track down a former SS officer who alone knows the locale of lost art treasures as well as a trio of crooks who also desire the paintings. In the course of the story Weissmuller has to battle natives, swim powerfully, and vanquish a lion although armed only with a knife.

Spencer G. Bennet has directed this modest Sam Katzman production with emphasis on the action. The story written by Samuel Newman is standard fare. It depicts the natives in the locale as voodoo worshippers of the tiger.

As the story proceeds the SS officer, fleeing U.S. Army agents, commandeers an airplane carrying night club entertainer Jeanne Dean and her trained tiger. The plane crashes in the jungle and thus the picture has the background for its title. Weissmuller swings into action with the U.S. army officer and tracks down the crooks. However it is the hostile natives who actually kill the crooks and are themselves killed by a dynamite blast.

*Seen at the home office. Reviewer's Rating: Fair.*

Release date, November, 1952. Running time, 80 minutes. PCA No. 16049. General audience classification.

Jungle Jim ..... Johnny Weissmuller  
Phyllis Bruce ..... Jean Byron  
Abel Peterson ..... James Seay  
Jeanne Dean, Charles Horvath, Robert Bray, Michael Fox, Rick Vallin, John Casper, Paul Hoffman, Richard Kipling, Frederic Berest, William R. Klein, Alex Montoya

## Thunder in the East

*Paramount—Drama in India*

Exhibitors will have to rely primarily on a quartette of fine box office names to sell this uneven drama about aggression in present day India. It's a long, talky story concerning the conflict between active and passive resistance as seen in the persons of Alan Ladd, a cocky American opportunist, and Charles Boyer, a thoughtful Indian diplomat of Ghandian beliefs. The ladies of the piece include Deborah Kerr and Corinne Calvet as, respectively, a blind and beautiful English girl and a somewhat chaste French adventuress.

Jo Swerling's screenplay, by concentrating on the conflict of two basic ways of thinking, misses the chance for greater action and cinematic drama in the physical conflict between the attacked and the attackers. Ladd flies into the little Indian principality of Ghandahar with a load of guns to sell to Boyer, whose domain is threatened by a war-mongering neighbor. Boyer refuses the guns, saying that India has just won her independence without bloodshed and he isn't about to take up arms now. Ladd, who then would just as soon sell the guns to the aggressors, also believes somewhat hazily that there is a time when everybody has to fight.

His mercenary motives come strikingly to the

fore when he offers to fly the colony of besieged English out of danger at something like 10,000 rupees per head—this to the disgust of everybody, including Miss Kerr, with whom he has fallen in love. The latter state of emotion eventually persuades him to stay and defend the colony, at which time Boyer, whose hand has been cut off by the invaders, throws off the convictions of centuries and takes up one of Ladd's machine guns against the sea of violence. Despite the concluding scenes of action, the film makes no particular point in terms of drama or character. Boyer has moments of power as he changes to a man of action, while the others are pretty much restricted by the sketchiness of their roles and the great amount of inconclusive conversation. Philip Bourneuf is seen briefly as the invading nawab whose bloody aggression is never explained.

Everett Riskin produced and Charles Vidor directed the adaptation, by George Tabori and Frederick Hazlitt Brennan, of the novel by Alan Moorehead.

*Seen at the Paramount screening room in New York. Reviewer's Rating: Fair.*—V. C.

Release date, January, 1953. Running time, 98 minutes. PCA No. 15414. General audience classification.

Steve Gibbs ..... Alan Ladd  
Joan Willoughby ..... Deborah Kerr  
Singh ..... Charles Boyer  
Lizette Damon ..... Corinne Calvet  
Cecil Kellaway, Mark Cavell, John Abbott, Philip Dunn, John Williams, Eddie Albert, Leonard Carey, Nelson Welch, Arlene Dahl, Queenie Leonard, George Lewis, Leonor Hornblow, John Davidson, Trevor Ward, Bruce Payne, Maeve MacMurrough, Margaret Brewster, Arthur Gould Porter, Molly Glessing, Mak Hanna, Rodrie Redwing, Floyd H. Nolta, Bruce Riley, Bobker Ben Ali, Benita Booth, Helena Grant, Jeanne Ransome, Colin Kenny, Frank Baker, Herrick Herrick, Reginald Lal Singh, Karam Dhalwai, Delmar Costello, Bhogwan Singh

## FOREIGN REVIEW

### THE BERLINER

*Joseph Burstyn—German with English Narration and Subtitles*

This Alf Teich's production is the first of the film presentations styled along the lines of the German cabaret theatre—a sort of balladeer's version of a serious plot with musical interludes. Gunther Neumann, who wrote the story, and Gert Frobe, who plays the leading role, were both important figures in this field of the theatre.

The film details the troubles that beset the average, law abiding citizen in postwar Berlin. All this is done with tongue in cheek, the more serious overtones of the hapless plight of war torn and destitute Germany being left to the audience. The picture is related in narrative form, with the dialogue of Henry Morgan as commentator, one of the high spots.

Morgan's commentary informs the audience that the year is 2050 and they are asked to see a telecast of "the ancients," made a century ago, whereupon the camera flashes to Germany of 1950, and Gert Frobe, just returning from service in the German army. His experiences as he becomes aware of the changes and problems facing his country today, make up the slim and somewhat tenuous plot. Frobe is delightful as the bewildered, scare-crowish Mister Average. There are some excellent sequences.

Gunther Neumann in addition to writing the screen story, composed the musical score in collaboration with Werner Eisbremmer. R. H. Stemm directed this Joseph Burstyn release.

*Seen at a preview in New York. Reviewer's Rating: Fair.*—A. S. F.

Release date, October 27, 1952. Running time 80 minutes. General audience classification.

Otto Averageman ..... Gert Frobe  
Anton Timchammer ..... Aribert Wascher  
Ida Holle ..... Tatjana Sais  
Ute Sielisch, O. E. Hasse, Werner Ohlschläger, Hans Denpe, Erwin Biegel, Herbert Weissbach

## SHORT SUBJECTS

### SHUTEYE POPEYE (Paramount)

*Popeye Cartoon in Technicolor (E12-1)*

A mouse finds Popeye's snoring too much for him. He tries every way to get rid of Popeye

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but is unsuccessful until he finds Popeye's favorite, a can of spinach, which he gulps down. The new-powered mouse now outsmarts his adversary and forces Popeye to leave.

Release date: October 3, 1952 10 minutes

### PARLOR, BEDROOM AND WHEELS (Paramount)

*Pacemaker* (K12-1)

Here we see life in a modern trailer. This house-on-wheels contains a refrigerator, built-in furniture, a master bedroom and a bathroom that includes a tub and stall shower. There are many trailer parks throughout the country where they can stay for a nominal rent, and if they so desire, they can move on to a more favorable spot as the season changes.

Release date: October 3, 1952 6 minutes

### SPORTSMEN'S PLAYGROUND (RKO Radio)

The sportsmen's playground of the South Pacific is New Zealand. Here one can find a vast and varied amount of participating sports. Included are skiing, ice skating, wild boar, deer and wild duck hunting, yachting, fishing, swimming, aquaplaning.

Release date: October 3, 1952 8 minutes

### MICE-CAPADES (Paramount)

*Herman and Katnip* in Technicolor (H12-1)

This cartoon presents the problem of some mice unable to get food because of their usual nemesis, the cat. The mice concoct a plot whereby the cat thinks he's been poisoned. He discovers the trickery, but in turn is foiled again, thus allowing the mice finally to get their nourishment.

Release date: October 3, 1952 7 minutes

### U. S. OLYMPIC CHAMPIONS (20th-Fox)

*Mel Allen's Sport Show* (3204)

America's finest athletes are seen at the 1952 Olympic games in Helsinki. The highlights include Lindy Remigino, the Olympics' fastest human, winning the 100-meter dash; other running competitions; the discus throw and the decathlon; the rowers of the U.S. Naval Academy; and finally champion Dick Button doing some fancy figure skating.

Release date: September 1952 8 minutes

### HUNTERS' HOLIDAY (Columbia)

*World of Sports* (5801)

This sports short shows American hunters off on their favorite pastime, with commentary by Bill Stern. There are scenes of duck hunters, retrieving bird-dogs and deer hunters.

Release date: September 25, 1952 9 minutes

### PORPOISE ROUND-UP (RKO)

*Screenliner* (34205)

Near St. Augustine, Florida, is an underwater zoo called Marineland. This short shows how various specimens of the sea are caught and brought here. Among them are a tiger shark and some porpoises, all of which put up a vigorous but futile struggle. For the finale, a trained porpoise performs a series of unusual tricks.

Release date: September 26, 1952 8 minutes

### YESTERDAY'S CHAMPIONS (Paramount)

*Topper* (M12-2)

The youngster, Charlie Hankinson, comments on sports stars of the past along with newsreel shots of them. First there are those fabulous old-time pitchers, Christy Mathewson and Three Finger Brown. Then newsreels of the Olympic hurdles in 1912 and how a New York policeman won the hammer throw. Finally there are scenes from the fights of Jim Jeffries and Jack Johnson.

Release date: October 3, 1952 10 minutes

### AIN'T LOVE CUCKOO (Columbia)

*Comedy Favorites* (5431)

Gus Schilling and Dick Lane, a pair of G.I.'s are told that their wives, also in service, are

missing in action. The wives are told the same thing about the boys. Both are mistaken. After they all get their discharges, each of the boys meets the other's wife and marries her. At the finale, they meet on their honeymoons.

Release date: September 18, 1952 19 minutes

### TRUE BOO (Paramount)

*Casper in Technicolor* (B12-1)

Casper, The Friendly Ghost, tries to spread some cheer on Christmas Eve. After frightening a few people, he dons a Santa Claus suit and proceeds to make a merry Christmas for an unhappy child by performing some ghostly magic.

Release date: October 24, 1952 7 minutes

### CANDID MIKE NO. 1 (Columbia)

*Candid Microphone, Series 5* (5551)

This time the candid mike goes to the Boardwalk at Asbury Park, New Jersey. Included are a survey on the methods of eating frozen custard, and the candid mike making like a color photographer trying for the perfect picture.

Release date: October 9, 1952 9 minutes

### KALAMAZOO KLOUTERS (20th-Fox)

*Mel Allen's Sport Show* (3205)

This short tells of the All-American Girls baseball league. The girls are shown on the field learning the tricks of the trade and playing in a league game. Off the field, they return to their husbands and boy friends as feminine as ever.

Release date: not set 9 minutes

### THE MONKEYS MEET THE PEOPLE (Cornell)

A trapper in the jungle tries to ensnare some monkeys. Despite his many attempts, the monkeys outwit him. He is finally convinced by one of the monkeys that it would be safer to build a cage where the people could enter and the monkeys won't annoy them.

10 minutes

### TRICK OR TREAT (RKO)

*Walt Disney Technicolor Cartoon* (34102)

When Donald Duck's nephews pull the old Hallowe'en stunt of "trick or treat" on their uncle, he gives them a bag filled with firecrackers which explode. Hazel, a witch, then promises to help the boys get some goodies from Donald. A series of harassing events for Donald follows, with the boys finally getting their Hallowe'en delicacies.

Release date: October 10, 1952 8 minutes

### RUGGED RANGERS (Paramount)

*Grantland Rice Sportlight* (R12-1)

This is an account of a special type of soldier—the American Ranger. Trained at the U.S. Army Infantry School at Fort Benning, Ga., he has to be more rugged, more resourceful and tougher than the ordinary soldier. Many of the thrilling and dangerous maneuvers are depicted.

Release date: October 3, 1952 10 minutes

### WHO'S HUGH? (Columbia)

*Assorted Favorites* (5421)

Hugh's wife thinks she is being neglected because of his devotion to business. She decides to vacation in Palm Springs. Hugh follows her and gets involved with a number of jealous husbands.

Release date: October 16, 1952 16 minutes

### PETE HOTHEAD (Columbia)

*Jolly Frolics* (5501)

This UPA cartoon introduces a new character, Pete Hothead, an active little man with a violent temper. He receives a parrot from a store instead of the radio he ordered. In his attempts to exchange the parrot, he causes chaos in the store. He finally gets his radio, but decides he'd rather have a television set.

Release date: September 25, 1952 7 minutes

### SWEET MEMORIES (MGM)

*Pete Smith Specialties* (S-452)

Pete Smith gets out the old family album and turns sentimental. He provides some memories that are very much to mother's and dad's liking.

Release date: November 4, 1952 9 minutes

### ADVANCE SYNOPSIS

#### HANS CHRISTIAN ANDERSEN (Goldwyn-RKO Radio)

**PRODUCER:** Samuel Goldwyn. **DIRECTOR:** Charles Vidor. **PLAYERS:** Danny Kaye, Farley Granger. **Technicolor.**

**MUSICAL.** This is not a biography of Hans Christian Andersen, but rather a story based on his philosophy of life. Danny Kaye, as Andersen, leaves the little town of Odense, Denmark, because his adroit story-telling keeps the children from attending school. He goes to Copenhagen where he meets Jeanmaire, the ballerina and falls in love with her, though she's married to Farley Granger. Andersen becomes famous as a writer and though he doesn't win the ballerina, he's still happiest when he's able to spin his tales.

#### BLUE CANADIAN ROCKIES (Columbia)

**PRODUCER:** Armand Schaefer. **DIRECTOR:** George Archainbaud. **PLAYERS:** Gene Autry, Pat Buttram.

**WESTERN.** Gene Autry is sent by Don Beddoe to Canada to determine exactly what's going on at his valuable timber holdings up there. His daughter wants to use the property as a wild game refuge, her fiance appears to be an opportunist and the local lumbermen want the land for their timber-cutting operations. Some mysterious shootings lead to the murder of a Canadian mountie. Eventually Autry gathers all the pieces together and solves the mystery.

#### BEAUTIFUL BUT DANGEROUS (RKO Radio)

**PRODUCER:** Robert Sparks. **DIRECTOR:** Lloyd Bacon. **PLAYERS:** Robert Mitchum, Jean Simmons.

**COMEDY.** Jean Simmons, an oil heiress, goes to the small town of Progress, Arkansas, to reward the people there for saving her life when a child. She becomes involved with the local doctor, Robert Mitchum, who discovers she's been sending gifts anonymously. When every person in the town receives \$1,000, it becomes a nationwide story and Progress becomes overrun. Mitchum straightens everything out and gets Miss Simmons as his reward.

#### CITY BENEATH THE SEA (U-1)

**PRODUCER:** Albert J. Cohen. **DIRECTOR:** Budd Boetticher. **PLAYERS:** Robert Ryan, Mala Powers, Anthony Quinn. **Technicolor.**

**DRAMA.** Robert Ryan and Anthony Quinn, deep-sea divers, are hired by Karel Stepanek to locate \$1,000,000 in gold bullion sunk with the ship *Lady Luck*. However, there's no trace of the ship because of a plot between Stepanek and the supposedly missing captain of the ship. The *Lady Luck* is actually amid the ruins of a submerged city. After much scheming and counter-scheming, some menacing voodoo drums and an underwater earthquake, the villains get their just desserts and the heroes get their women.

#### TROPIC ZONE (Paramount)

**PRODUCERS:** William Pine, William Thomas. **DIRECTOR:** Lewis R. Foster. **PLAYERS:** Ronald Reagan, Rhonda Fleming. **Technicolor.**

**ADVENTURE.** Ronald Reagan is hired by a crooked exporter to disrupt the plantation activities of beautiful Rhonda Fleming, on the island of Puerto Barrancas. Reagan, instead, falls in love with Miss Fleming, leading to many complications.

# THE RELEASE CHART

## Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the PRODUCT DIGEST SECTION of MOTION PICTURE HERALD.

Short Subjects Chart with Synopses Index can be found on pages 1566-1567, issue of October 18, 1952.

Feature Product by Company starts on Page 1573, issue of October 18, 1952.

For exploitation see Managers' Round Table section.

\*Following a title indicates a Box Office Champion.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: (A-1), Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

(S) before a page number indicates advance synopsis.

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED		RATINGS		
				(S)=synopsis	Issue	Page	Nat'l Groups	L. of D.
AARON Slick from Punkin Crick [color] (5119)	Pare. Alan Young-Dinah Shore	Apr., '52	95m	Feb. 23	1245	AYC	A-2	Good
About Face [color] (122)	WB Gordon MacRae-Eddie Bracken	May 31, '52	94m	Apr. 12	1313	AYC	A-2	Good
Actors and Sin	UA Edward G. Robinson-Marsha Hunt	July 18, '52	85m	May 31	1382	AY	A-2	Good
Affair in Trinidad* (501)	Col. Rita Hayworth-Glenn Ford	Sept., '52	98m	Aug. 2	1470	A	B	Fair
African Queen (C)*	UA Humphrey Bogart-Katherine Hepburn	Mar. 21, '52	104m	Dec. 29	1169	AYC	A-2	Very Good
African Treasure (5207)	Mono. Johnny Sheffield-Donna Martell	June 8, '52	70m	May 31	1383		A-1	Good
Against All Flags [color] (305)	Univ. Errol Flynn-Maureen O'Hara	Dec., '52	83m	July 12	(S)1443			
Alleghany Uprising (384)	RKO John Wayne-Claire Trevor	[reissue] Sept., '52	81m					
Amazing Monsieur Fabre, The [Fr.] (Eng. Dial.)								
Androcles and the Lion	Futter Pierre Fresnay	Aug. 20, '52	90m	Aug. 30	1511		A-1	Very Good
Anna [Ital.]	RKO Jean Simmons-Victor Mature	Not Set		Sept. 13	(S)1526			
Anything Can Happen (5117)	Lux Silvano Mangano-Vittorio Gassmann	Oct. 12, '52	111m	Aug. 9	1477			
Annie Oakley (383)	RKO Jose Ferrer-Kim Hunter	May, '52	107m	Mar. 1	1253	AYC	A-1	Good
Apache Country (471)	Col. B. Stanwyck-Preston Foster (reissue)	Sept., '52	91m					
Apache War Smoke (305)	MGM Gene Autry	May, '52	62m	May 24	1374	AYC	A-1	Good
Arctic Flight (5210)	Mono. Gilbert Roland-Glenda Farrell	Oct., '52	67m	Sept. 20	1533		A-2	Good
Army Bound (5216)	Mon. Wayne Morris-Alan Hale, Jr.	Oct. 19, '52	78m	Aug. 2	1470		A-1	Good
Assignment-Paris (507)	Col. Stanley Clements	Oct. 5, '52	61m	July 12	(S)1443		A-1	Good
At Sword's Point [color] (220)	RKO Dana Andrews-Marta Toren	Oct., '52	85m	Sept. 13	1525	AY	A-1	Good
Atomic City, The [5120]	RKO Cornel Wilde-Maureen O'Hara	Feb., '52	81m	Jan. 26	1214	AYC	A-2	Good
BAL Tabarin (5129)	Para. Michael Moore-Nancy Gates	June, '52	85m	Apr. 12	1314	AYC	A-1	Good
Barbed Wire (474)								
Battle at Apache Pass [color] (217)	Rep. Muriel Lawrence-William Ching	June 1, '52	84m	June 28	1426		B	Good
Battle Zone (AA-22)	Col. Gene Autry	July, '52	61m	July 5	1433	AY	A-1	Good
Beautiful But Dangerous	Univ. John Lund-Jeff Chandler	Apr., '52	85m	Apr. 5	1306	AYC	A-1	Good
Beauty and the Devil [Fr.]	AA John Hodak-Linda Christian	Sept. 28, '52	82m	Oct. 18	1565			
Because of You (302)	RKO Jean Simmons-Robert Mitchum	Nov., '52		Nov. 1	(S)1591			
Because You're Mine [color] (304)	Davis Gerard Philippe-Michel Simon	Sept. 1, '52	95m	Aug. 30	1510		A-2	Excellent
Belle of New York (223) [color]	Univ. Lorette Young-Jeff Chandler	Nov., '52	95m	Oct. 11	1558		A-2	Good
Belles on Their Toes [color] (213)*	MGM Mario Lanza-Doretta Morrow	Oct., '52	103m	Sept. 6	1517	AYC	A-1	Excellent
Bend on the River [color] (212)*	20th-Fox Fred Astaire-Vera Ellen	Feb., '52	82m	Feb. 23	1245	AYC	A-1	Good
Berliner, The [Ger.]	Burstyn Jeanne Crain-Myrna Loy	May, '52	89m	Apr. 5	1305	AYC	A-1	Very Good
Beware, My Lovely (302)	Univ. James Stewart-Arthur Kennedy	Feb., '52	91m	Jan. 26	1213	AYC	A-1	Excellent
Big Jim McLain (201)	RKO Gert Frobe-Aribert Wascher	Oct., '52	80m	Nov. 1	1590		Fair	
Big Sky, The (361)	WB Ida Lupino-Robert Ryan	Sept., '52	77m	Aug. 2	1470	AY	A-2	Good
Big Trees, The [color] (1117)	RKO John Wayne-Nancy Olson	Aug. 30, '52	90m	Aug. 30	1509	AY	A-1	Good
Black Castle, The (304)	RKO Kirk Douglas-Elizabeth Threatt	Aug., '52	122m	July 12	1441	AY	A-2	Excellent
Black Hills Ambush (5172)	WB Kirk Douglas-Patrice Wymore	Mar. 29, '52	89m	Feb. 9	1229	AY	A-2	Good
Black Swan, The (258) [color]	20th-Fox Stephen McNally-Richard Greene	Dec., '52	81m	Oct. 25	1582			
Blackbeard, the Pirate [color]	RKO Allan Rocky Lane	May 20, '52	54m	June 14	1399		A-1	Good
Blazing Forest, The [color]	RKO Linda Darnell-Robert Newton	Nov., '52		Oct. 17, '42				
Bloodhounds of Broadway (C) [236]	Para. John Payne-Susan Morrow	Dec., '52	90m	Sept. 27	1541	AYC	A-1	Very Good
Blue Canadian Rockies	20th-Fox Mitzi Gaynor-Scott Brady	Nov., '52	90m	Nov. 1	1589			
Bonzo Goes to College (232)	Col. Gene Autry-Pat Buttram	Nov., '52	58m	Nov. 1	(S)1591	AYC	A-1	Very Good
Border Saddleman (5143)	Univ. Edmund Gwenn-Maureen O'Sullivan	Sept., '52	80m	Aug. 10	1509	AYC	A-1	Good
Brandy for the Parson [Brit.]	Rep. Rex Allen	Apr. 15, '52	67m	May 10	1358	AYC	A-1	Good
Mayer-Kingsley	Kenneth More-Jody Lawrence	Aug., '52	75m	Aug. 30	1511			
Brave Warrior [color] (441)	Col. Jon Hall-Christine Larsen	June, '52	73m	May 17	1366	AY	A-1	Good
Brigand, The [color] (437)	Col. Anthony Dexter-Jody Lawrence	June, '52	94m	May 31	1383	AY	B	Good
Bronco Buster [color] (219)	Col. John Lund-Scott Brady	May, '52	80m	Apr. 12	1313	AYC	A-1	Good
Buffalo in the Afternoon [color] (116)	WB Ray Milland-Helene Carter	Mar. 8, '52	85m	Feb. 2	1221	AY	A-1	Good
CALIFORNIA Conquest [color] (440)	Col. Cornel Wilde-Teresa Wright	July, '52	79m	June 14	1398	AY	A-1	Good
Canyon Ambush (5244)	Mono. Johnny Mack Brown	Oct. 12, '52	53m	Aug. 30	(S)1511			
Captain Kidd (5210)	Lippert Randolph Scott-C. Laughton (reissue)	Dec. 12, '52	89m					
Captain Pirate [color] (431)	Col. Louis Hayward-Patricia Medina	Aug., '52	85m	July 26	1462	AYC	A-2	Very Good
Captive City	UA John Forsythe	Apr. 11, '52	91m	Mar. 29	1297	AY	B	Fair
Captive Women (305)	RKO Margaret Field-Robert Clarke	Oct., '52	65m	Oct. 4	1550			
Carbine Williams (231)	MGM James Stewart-Wendell Corey	May, '52	101m	Apr. 19	1321	AY	A-2	Very Good
Caribbean (C) (5202)	Para. Arlene Dahl-John Payne	Sept., '52	97m	Aug. 2	1469	AY	A-2	Very Good
Carrie (5123)	Para. Jennifer Jones-Laurence Olivier	Aug., '52	118m	June 14	1397	AY	B	Excellent
Carson City [color] (123)	WB Randolph Scott-Lucille Norman	June 14, '52	87m	May 3	1349	AYC	A-1	Very Good

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Casque D'Or (Fr.)	Discina	Simone Signoret-Claude Dauphin	Aug. 18, '52	96m	Sept. 6	1517			Good
City Beneath the Sea (308)	Univ.	Robert Ryan-Mala Powers	Jan. '53	Nov. 1	(S) 1591				
Clash by Night (229)*	RKO	Barbara Stanwyck-Paul Douglas	June '52	105m	May 17	1366	A	A-2	Good
Clouded Yellow, The (Brit.) (509)	Col.	Jean Simmons-Trevor Howard	Aug. '52	89m	Oct. 6	1049	AY	A-2	Good
Come Back Little Sheba	Para.	Burt Lancaster-Shirley Booth	Not Set		Sept. 27	(S) 1542			
Confidence Girl	UA	Tom Conway	June 20, '52	81m	June 7	1390		A-2	Good
Crimson Pirate (color) (202)*	WB	Burt Lancaster-Eva Bartok	Sept. 27, '52	104m	Aug. 30	1509	AYC	A-1	Very Good
Cripple Creek (color) (442)	Col.	George Montgomery-Karin Booth	July, '52	78m	June 28	1427	AY	A-1	Good
Cry, the Beloved Country (Brit.)	UA	Canada Lee-Sidney Poiter	Aug. 22, '52	96m	Jan. 26	1213		A-2	Excellent
DANGER Is a Woman (French)	Discina	Henry Vidal-Maria Meuban	May '52	92m	Apr. 26	1330		C	Good
Dead Man's Trail (5243)	Mono.	Johnny Mack Brown-Barbara Allen	Sept. 21, '52	59m	May 17	(S) 1367		A-1	
Deadline, U.S.A. (215)	20th-Fox	Edmund O'Brien-Sterling Hayden	May '52	87m	Mar. 15	1282	AY	B	Very Good
Denver and Rio Grande (C) (5115)	Para.	Tim Holt-Joan Dixon	June '52	89m	Mar. 29	1298	AY	A-1	Fair
Desert Passage (230)	RKO	Wayne Morris	May '52	60m	May 24	1374	AY	A-2	Average
Desert Pursuit (5209)	Mono.	Allan Rocky Lane	May 11, '52	71m	May 17	(S) 1367			
Desperados' Outpost (5174)	Rep.	Gena Kelly-Pier Angeli	Oct. 8, '52	54m	Oct. 11	1559		A-1	Good
Devil Makes Three, The (302)	MGM	Tyrone Power-Patricia Neal	Sept. '52	96m	Aug. 16	1485	AY	A-2	Very Good
Diplomatic Courier (222)	20th-Fox	Richard Widmark-Marilyn Monroe	July, '52	97m	June 21	1417	AY	A-2	Good
Don't Bother to Knock (224)	20th-Fox		Aug. '52	76m	July 19	1453	A	B	Very Good
Down Among the Sheltering Palms (color)	20th-Fox	Mitzi Gaynor-David Wayne	Not Set		Jan. 12	(S) 1186		B	
Dreamboat (223)	20th-Fox	Clifton Webb-Ginger Rogers	Aug. '52	83m	July 26	1461	AY	A-2	Excellent
Duel at Silver Creek, The (C) (228)	Univ.	Audie Murphy-Faith Domerque	Aug. '52	77m	July 12	1442	AY	A-1	Good
EDWARD and Caroline (French)	Comm.	Daniel Gelin-Anne Vernon	Apr. '52	90m	May 3	1350			
Eight Iron Men	Col.	Bonita Colleano-Arthur Franz	Nov. '52	80m	Oct. 25	1581			
Encore (Brit.) (5122)	Para.	Roland Culver-Glynis Johns	July '52	90m	Apr. 5	1305	AY	A-2	Excellent
Everything I Have Is Yours (C) (306)	MGM	Marge and Gower Champion	Oct. '52	92m	Sept. 27	1541		A-2	Excellent
FABULOUS Senorita (5125)	Rep.	Estelita Rodriguez-Robert Clarke	Apr. 1, '52	80m	Mar. 29	1298	AY	A-2	Excellent
Faithful City, The (Israel) (303)	RKO	Jamie Smith-John Slater	May '52	86m	Apr. 5	1306	AY	A-1	Very Good
Fargo (5226)	Mono.	Bill Elliott-Phyllis Coates	Sept. 7, '52	69m	Sept. 13	1526			
Father's Dilemma (Ital.)	Davis	Aldo Fabrizi-Gaby Morlay	Sept. '52	88m	Oct. 4	1550		B	Very Good
Fearless Fagan (241)	MGM	Janet Leigh-Carleton Carpenter	Aug. '52	79m	July 12	1441	AYC	A-1	Very Good
Feudin' Fools (5213)	Mono.	Leo Gorcey-Huntz Hall	Sept. 21, '52	63m	July 5	(S) 1434		A-1	
Fighter, The	UA	Richard Conte-Vanessa Brown	May 25, '52	78m	May 10	1357	AY	A-2	Good
First Time, The (424)	Col.	Robert Cummings-Barbara Hale	Feb. '52	89m	Jan. 26	1214	AY	A-2	Very Good
5 Fingers (208)	20th-Fox	James Mason-Danielle Darrieux	Mar. '52	108m	Feb. 16	1237	AY	A-1	Very Good
Flaming Feather (C) (5118)	Para.	Sterling Hayden-Arlene Whelan	Feb. '52	78m	Dec. 22	1161	AY	A-1	Good
Flat Top (color) (5201)	Mono.	Sterling Hayden-Richard Carlson	Nov. 11, '52	87m	Aug. 30	(S) 1511			
Flesh and Fury (214)	Univ.	Tony Curtis-Mona Freeman	Mar. '52	83m	Mar. 8	1261	AY	A-2	Good
Flowers of St. Francis (Ital.)	Burstyn	Aldo Fabrizi	Oct. 6, '52	85m	Oct. 11	1559		B	Fair
Four Poster, The	Col.	Rex Harrison-Lilli Palmer	Not Set	103m	Oct. 11	1558		A-2	Excellent
Franchise Affair, The (Brit.)	Stratford	Michael Denison-Dulcie Gray	Apr. 1, '52	95m	June 21	1418			Very Good
Francis Covers the Big Town	Univ.	Donald O'Connor-Yvette Duguay	Not Set		Mar. 22	(S) 1291			
Francis Goes to West Point (224)	Univ.	Donald O'Connor-Lori Nelson	July, '52	81m	June 14	1397	AYC	A-1	Very Good
GAMBLER and the Lady (5204)	Lippert	Dane Clark	Dec. 26, '52	89m					
Geisha Girl	Realart	Martha Hyer-William Andrews	June '52		Aug. 30	(S) 1511		B	
Girl in White, The (232)	MGM	June Allyson-Arthur Kennedy	May '52	93m	Mar. 22	1289	AY	A-1	Very Good
Glory Alley (234)	MGM	Leslie Caron-Ralph Meeker	June '52	79m	May 24	1373	A	B	Good
Gobs and Gals (5128)	Rep.	Bernard Bros.-Cathy Downs	May 1, '52	88m	May 3	1350	AYC	A-2	Very Good
Gold Fever (5220)	Mono.	John Calvert-Ralph Morgan	June 15, '52	63m	July 5	(S) 1434	A-1		
Golden Hawk, The (color) (508)	Col.	Sterling Hayden-Rhonda Fleming	Oct. '52	83m	Sept. 13	1525	AY	B	Very Good
Great White Hunter (form. Macomber Affair) (5209)	Lippert	Gregory Peck-Joan Bennett (reissue)	Dec. 12, '52	89m					
Greatest Show on Earth (C)* (5129)	Para.	All-Star Cast	July '52	153m	Jan. 5	1177	AYC	B	Superior
Green Glove, The	UA	Glenn Ford-G. Brooks	Feb. 20, '52	88m	Feb. 2	1221	AY	A-2	Fair
Guest of the House	Astor	Anne Baxter-Ralph Bellamy (reissue)	May 15, '52	121m	Dec. 9, '44				Excellent
Guest Wife	UA	Claudette Colbert-D. Amache (reissue)	Sept. 5, '52	90m				A-1	
Gunman, The (5252)	Mono.	Whip Wilson-Fuzzy Knight	Apr. 21, '51	52m					
HALF-Breed (color) (228)	RKO	Robert Young-Janis Carter	May '52	81m	Apr. 19	1321	AY	B	Good
Hangman's Knot (color)	Col.	Randolph Scott-Donna Reed	Nov. '52	84m	Nov. 1	1589			Very Good
Hans Christian Andersen (color)	RKO	Danny Kaye-Ferley Granger	Nov. '52	120m	Nov. 1	(S) 1591		A-2	Excellent
Happy Time, The (506)	Col.	Charles Boyer-Louis Jourdan	Oct. '52	94m	Aug. 16	1485	AY		
Has Anybody Seen My Gal? (226) (color)	Univ.	Piper Laurie-Charles Coburn	July, '52	89m	June 14	1397	AYC	A-1	Good
Hellgate (5113)	Lippert	Sterling Hayden-Joan Leslie	Sept. 5, '52	87m	Aug. 23	1502		B	Very Good
Here Come the Marines (5212)	Mono.	Leo Gorcey-Huntz Hall	June 29, '52	66m	June 14	1398		A-2	Good
Here Come the Nelsons (210)	Univ.	Ozzie Nelson-Harriet Nelson	Feb. '52	76m	Jan. 19	1193	AYC	A-1	Good
Hiaawatha (color) (5202)	Mono.	Vincent Edwards-Yvette Duguay	Dec. 28, '52	80m	Aug. 30	(S) 1511			
High Noon*	UA	Grace Cooper-Grace Kelly	July 30, '52	85m	May 3	1349	AY	A-2	Very Good
High Treason (Brit.)	Pacemaker	Liam Redmond-Mary Morris	May, '52	90m	May 31	1382	A-1	A-1	
Hold That Line (5211)	Mono.	Bowery Boys	Mar. 23, '52	64m					
Holiday for Sinners (239)	MGM	Keenan Wynn-Janice Rule	July, '52	72m	June 28	1426	A	A-2	Good
Hoodlum Empire (5105)	Rep.	Brian Donlevy-Claire Trevor	Apr. 15, '52	98m	Feb. 23	1246	AY	A-1	Good
Horizons West (235) (color)	Univ.	Robert Ryan-Julia Adams	Oct. '52	81m	Sept. 20	1534	A	A-2	Good
Hour of 13, The (309)	MGM	Peter Lawford-Dawn Addams	Nov. '52	80m	Oct. 4	1549	A-2	A-2	Good
Hurricane Smith (color) (5204)	Para.	Yvonne De Carlo-John Ireland	Oct. '52	90m	Sept. 13	1525	AY	B	Good
I DON'T Care Girl, The (C)	20th-Fox	Not Set			May 10	(S) 1558			
I Dream of Jeannie (color) (5106)	Rep.	Frances Middleton-Muriel Lawrence	June 1, '52	90m	June 14	1398	AYC	A-1	Good
I Walked with a Zombie (272)	RKO	(reissue) Apr. '52	69m						
I'll Get You (5206)	Lippert	George Raft-Sally Gray	Jan. 16, '53						
Iron Mistress, The (C) (206)	WB	Alan Ladd-Virginia Mayo	Nov. 22, '52	110m	Oct. 18	1565			Very Good
Island of Desire (C)	UA	Linda Darnell-Tab Hunter	Aug. 4, '52	93m	Aug. 2	1470	A	B	Fair
Island Rescue (Brit.) (283)	Univ.	David Niven-Glynis Johns	June '52	87m	June 28	1426	AYC	A-1	Excellent
It Grows on Trees (303)	Univ.	Irene Dunne-Dean Jagger	Nov. '52	84m	Nov. 1	1589		A-1	Excellent

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It's in the Bag	UA	Fred Allen-Jack Benny	(reissue) Sept. 5, '52	87m				
Ivanhoe (color) (307)*	MGM	Robert Taylor-Elizabeth Taylor	Aug. '52	106m	June 21	1417	AYC	A-1
Ivory Hunter (color) (Brit.)	Univ.	Anthony Steel-Dinah Sheridan	June '52	97m	May 24	1273	AYC	A-1
JACK and the Beanstalk (C) (118)	WB	Bud Abbott-Lou Costello	Apr. 12, '52	78m	Apr. 5	1306	AYC	A-1
Jet Job (5215)	Mono.	Stanley Clements	Mar. 23, '52	63m	Mar. 29	1298		Good Average
Johnny and the Giant	Lippert	Animation	Dec. 5, '52					
Killer (5205) (color)	Para.	Dean Martin-Jerry Lewis	July '52	96m	June 7	1389	AYC	A-1
Jumping Jacks (5121)*	Col.	Charles Starrett-Smiley Burnette	July '52	54m	July 5	1433		Excellent Good
Junction City (485)	Lippert	Rod Cameron-Cesar Romero	Aug. 1, '52	74m	Aug. 23	1503		A-1 Good
Jungle, The (5112)	Mono.	Johnny Sheffield	Dec. 7, '52	70m				
Jungle Girl (5208)	Lippert	Johnny Weissmuller-Angela Greene	Mar. '52	65m	Mar. 8	1262	AYC	A-1 Good
Jungle Jim in the Forbidden Land (429)	Col.	Ann Sheridan-John Lund	June '52	79m	May 31	1382	AY	A-2 Very Good
Just Across the Street (223)	Univ.	Bing Crosby-Jane Wyman	Sept. '52	104m	Aug. 2	1469	AYC	A-2 Excellent
Just for You (color) (5201)*	Para.	Peter Lawford-Janet Leigh	Mar. '52	90m	Jan. 19	1193	AY	A-2 Good
Just This Once (224)	MGM							
KANGAROO (color) (217)*	20th-Fox	Peter Lawford-Maureen O'Hara	June '52	84m	May 24	1373	AY	A-2 Good
Kansas Pacific (AA-24) (color)	AA	Sterling Hayden-Eve Miller	Dec. '52		Aug. 30	(S) 1511		
Kansas Territory (5225)	Mono.	Bill Elliott-Peggy Stewart	May 20, '52	65m	May 24	1374		A-1 Good
Kid from Broken Gun (481)	Col.	Charles Starrett-Smiley Burnette	Aug. '52	56m	Aug. 16	1485	AY	A-1 Good
Kid Monk Baroni	Realart	Richard Rober-Bruce Cabot	May '52	80m	Apr. 26	1329		B Average
King Kong (269)	RKO	Fay Wray-Bruce Cabot	(reissue) May, '52	100m				
LADY in the Iron Mask (218)	20th-Fox	Louis Heyward-Patricia Medina	July '52	78m	June 14	1398	AY	A-1 Good
Lady of Burlesque	Astor	B. Stanwyck-Michael O'Shea	(reissue) Apr. 1, '52	91m	May 1, '43			Good
Laramie Mountains (485)	Col.	Charles Starrett-Smiley Burnette	Apr. '52	54m	Apr. 12	1314	AYC	A-1 Fair
Last Musketeer, The (5142)	Rep.	Rex Allen-Mary Ellen Kay	Mar. 1, '52	67m	June 14	1398	AY	A-1 Good
Last Train from Bombay (504)	Col.	Jon Hall-Lisa Ferraday	Aug. '52	72m	Aug. 2	1471	AY	A-1 Average
Laura (252)	20th-Fox	Gene Tierney-Dana Andrews	(reissue) May, '52	88m	Oct. 14, '44			Good
Lawless Breed (color) (306)	Univ.	Rock Hudson-Julia Adams	Jan. '53		Oct. 25	(S) 1582		
Leadville Gunslinger (5171)	Rep.	Allan Rocky Lane	Mar. 22, '52	54m	Mar. 29	1298	AY	A-2 Good
Leave Her to Heaven (color) (255)	20th-Fox	Gene Tierney-Cornel Wilde	(reissue) June, '52	110m	Dec. 29, '45			Good
Leopard Man, The (270)	RKO	Dennis O'Keefe-Margo	(reissue) May, '52	66m				Good
Les Misérables (225)	20th-Fox	Michael Rennie-Debra Paget	Aug. '52	104m	July 26	1462	AY	A-2 Good
Les Misérables (Ital.)	Lux	Gino Cervi-Valentina Cortese	Mar. 24, '52	122m	Mar. 22	1291		A-2 Good
Limelight	UA	Charles Chaplin-Claire Bloom	Oct. 23, '52	143m	Oct. 11	1557		B Excellent
Lion and the Horse, The (119) (C)	WB	Steve Cochran-Black Knight	Apr. 19, '52	83m	Mar. 22	1290	AYC	B Good
Loan Shark (5111)	Lippert	George Raft-Dorothy Hart	May 23, '52	79m	May 3	1350		B Average
Look Who's Laughing (381)	RKO	Lucille Ball-Edgar Bergen	(reissue) Aug. '52	79m				
Lost in Alaska (229)	Univ.	Abbott & Costello-Mitzi Green	Aug. '52	76m	July 26	1462	AY	A-2 Good
Love is Better Than Ever (225)	MGM	Elizabeth Taylor-Larry Parks	Mar. '52	81m	Feb. 9	1230	AY	A-2 Good
Love to Look At (color) (237)*	MGM	Kathryn Grayson-Howard Keel	July '52	102m	May 31	1381	AY	A-2 Excellent
Lure of the Wilderness (227) (C)	20th-Fox	Jean Peters-Jeffrey Hunter	Sept. '52	92m	July 26	1461	AY	A-1 Very Good
Lusty Men, The (304)	RKO	Susan Hayward-Robert Mitchum	Oct. '52	113m	Sept. 27	1542	A-2 Good	
Lydia Bailey (color) (219)	20th-Fox	Anne Francis-Dale Robertson	June '52	89m	May 31	1381	AY	A-2 Very Good
MA AND PA Kettle at the Fair (216)	Univ.	Marjorie Main-Percy Kilbride	Apr. '52	87m	Mar. 22	1290	AYC	A-1 Very Good
Macao (224)*	RKO	Robert Mitchum-Jane Russell	Apr. '52	80m	Mar. 29	1297	A	B Good
Magic Box, The (Brit.) (C)	Mayer-Kingsley	Robert Donat	Sept. 24, '52	93m	Sept. 20	1534	A-1	Good
Man Behind the Gun (color)	WB	Randolph Scott-Patrice Wymore	Not Set					
Man from the Black Hills (5242)	Mono.	Johnny Mack Brown-James Ellison	Mar. 2, '52	51m				A-1
Man in the White Suit (282) (Brit.)	Univ.	Alec Guinness-Joan Greenwood	Apr. '52	85m	Apr. 5	1306	AY	Very Good
Mara Maru (120)	WB	Errol Flynn-Ruth Roman	May 3, '52	98m	Apr. 5	1305	AY	A-2 Very Good
Marrying Kind, The (425)*	Col.	Judy Holliday-Aldo Ray	Apr. '52	93m	Mar. 15	1281	AY	A-2 Excellent
Maytime in Mayfair (Brit.) (C)	Realart	Anna Neagle-Michael Wilding	Apr. '52	94m	Apr. 26	1329	A-2 Fair	
Meet Danny Wilson (205)	Univ.	Frank Sinatra-Shelley Winters	Feb. '52	88m	Jan. 19	1193	AY	A-2 Good
Meet Me At the Fair (C) (307)	Univ.	Dan Dailey-Diane Lynn	Sept. '52	103m	Oct. 25	(S) 1582		A-2 Excellent
Merry Widow, The (color)* (301)	MGM	Lana Turner-Fernando Lamas	Sept. 20, '52	93m	July 12	1441	AYC	Good
Merrie Wives of Windsor	Central	Sonja Ziemann-Paul Esser	Dec. '52	92m	Sept. 27	1542		
Million Dollar Mermaid (C) (312)	MGM	Esther Williams-Victor Mature	Oct. 11, '52	115m	Aug. 9	(S) 1478		
Miracle of Fatima (color) (203)*	WB	Gilbert Roland-Angela Clark	Oct. 11, '52	102m	Aug. 23	1501	A-1	Superior
Mr. Walkie Talkie (5203)	Lippert	Joe Sawyer-William Tracy	Nov. 28, '52					
Monkey Business (230)	20th-Fox	Cary Grant-Marilyn Monroe	Sept. '52	97m	Sept. 6	1517	AY	B Excellent
Montana Belle (color)	RKO	Jane Russell-George Brent	Nov. '52	81m	Nov. 1	1589		Good
Montana Incident (5253)	Mono.	Whip Wilson	Aug. 10, '52	54m	Aug. 30	1510		A-1 Fair
Montana Territory (color) (438)	Col.	Lon McCallister-Wanda Hendrix	June '52	64m	June 7	1389	AY	A-1 Good
Murder in the Cathedral (Brit.)	Classic	Fr. John Groser-Alexander Gauge	Mar. 25, '52	140m	Apr. 5	1307	A-1 Good	
Mutiny (color)	UA	Patric Knowles-Angela Lansbury	Mar. 14, '52	77m	Mar. 1	1254	AY	A-1 Fair
My Man and I (303)	MGM	Shelley Winters-Wendell Corey	Sept. '52	99m	Aug. 23	1502	AY	A-2 Very Good
My Pal Gus (form. Top Man)	20th-Fox	Richard Widmark-Joanne Dru	Dec. '52		Aug. 30	(S) 1511		
My Six Convicts (430)*	Col.	John Beal-Gilbert Roland	Mar. '52	104m	Mar. 15	1281	AY	A-2 Excellent
My Son, John (5116)	Para.	Helen Hayes-Van Heflin	Apr. '52	122m	Mar. 22	1289	AY	A-1 Excellent
My Wife's Best Friend (231)	20th-Fox	Anne Baxter-Macdonald Carey	Oct. '52	87m	Oct. 11	1558	B	Good
NARROW Margin (226)	RKO	Charles McGraw-Marie Windsor	May '52	70m	Apr. 12	1314	AY	A-2 Good
Navajo	Lippert	Navajo Indian Cast	(spec.) Mar. '52	70m	Feb. 9	1230	AY	A-1 Very Good
Never Take No for an Answer (Brit.)	Souvaine	Denis O'Dea-Vittorio Manunta	Apr. 9, '52	82m	Mar. 15	1282	A-1	Good
Never Wave at a Wac	RKO	Rosalind Russell-Paul Douglas	Nov. '52					
Night Stage to Galveston (475)	Col.	Gene Autry	Mar. '52	61m	Mar. 22	1291	AY	A-1 Good
Night Without Sleep (235)	20th-Fox	Gary Merrill-Linda Darnell	Nov. '52	77m	Oct. 4	1550	B	Average
No Holds Barred (5214)	Mono.	Leo Gorcey	Nov. 23, '52	65m	Sept. 20	(S) 1534		
No Resting Place (Irish)	Classic	Michael Gough-Eithne Dunne	Not Set	80m	Apr. 26	1329		Good
No Room for the Groom (220)	Univ.	Tony Curtis-Piper Laurie	May '52	82m	May 10	1357	A	Good
No Time for Flowers	RKO	Viveca Lindfors-Paul Christian	Oct. '52					
O. HENRY's Full House (228)	20th-Fox	All Star Cast	Sept. '52	91m	Aug. 23	1501	AY	A-2 Excellent
Okinawa (432)	Col.	Pat O'Brien-Richard Denning	Mar. '52	67m	Mar. 1	1254	AY	A-1 Fair

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED—		RATINGS		
				(S)=synopsis	Issue Page	Na'l Groups	L. of D.	Herald Review
Oklahoma Annie (color) (5122)	Rep. Judy Canova-John Russell	Mar. 24, '52	90m	Apr. 12	1314	AYC	A-1	Good
Old Oklahoma Plains (5144)	Rep. Rex Allen	July 25, '52	60m	Aug. 23	1503	AYC	A-1	Good
One Minute to Zero (301)	RKO Robert Mitchum-Ann Blyth	Aug. '52	105m	July 19	1454	AY	A-1	Good
Operation Secret (205)	WB Cornel Wilde-Phyllis Thaxter	Nov. 8, '52	108m	Oct. 11	1558	B	Very Good	
Outcast of the Islands (Brit.)	UA Trevor Howard-Ralph Richardson	July 11, '52	93m	May 17	1366	A	B	Good
Outcasts of Poker Flat (216)	20th-Fox Dale Robertson-Anne Baxter	May, '52	81m	May 10	1357	A	A-2	Very Good
Outlaw Women (color) (5105)	Lippert Marie Windsor-Richard Rober	June, '52	75m	Apr. 19	1321	B	Average	
PACE That Thrills, The (213)	RKO Bill Williams-Carla Belenda	Mar. '52	63m	Mar. 15	1282	AY	A-2	Good
Parl Row	UA Gene Evans-Billy Welch	Aug. 12, '52	83m	Aug. 9	1477	AY	A-2	Good
Pat and Mike* (235)	MGM Spencer Tracy-Katharine Hepburn	June, '52	95m	May 17	1365	AY	A-2	Excellent
Paula (436)	Col. Loretta Young-Kent Smith	June, '52	80m	May 17	1366	AY	A-2	Good
Perfectionist, The (French)	Discina Pierre Fresnay	May 1, '52	92m	May 3	1350			Good
Pony Soldier (C) (237)	20th-Fox Tyrone Power-Cameron Mitchell	Nov. '52						
Pirate Submarine (5110)	Lippert Special Cast	July 18, '52	69m	Aug. 9	(S)1503		A-1	
Plymouth Adventure (color) (310)	MGM Spencer Tracy-Gene Tierney	Nov. '52	104m	Oct. 25	1581			
Pride of St. Louis (211)	20th-Fox Dan Dailey-Jeanne Dru	Apr. '52	93m	Mar. 1	1253	AYC	A-1	Excellent
Prisoner of Zenda (color) (308)	MGM Stewart Granger-Dorothy Kerr	Nov. '52	101m	Oct. 18	1565			Very Good
Promoter, The (Brit.)	Univ. Alec Guinness-Valerie Hobson	Oct. 28, '52	88m	Oct. 25	1581			Excellent
QUIET Man, The (color)*	Rep. John Wayne-Maureen O'Hara	Not Set	129m	May 17	1365	AY	A-2	
Quo Vadis (color)* (218)	MGM Robert Taylor-Deborah Kerr	Spec.	168m	Nov. 24	1118	AY	A-1	Superior
RAIDERS, The (C) (301)	Univ. Richard Conte-Vivica Lindfors	Nov. '52	80m	Oct. 11	1558	AY	A-2	Very Good
Rainbow Round My Shoulder (C) (503)	Col. Frankie Laine-Billy Daniels	Sept. '52	78m	Aug. 9	1477	AY	A-1	Good
Rains Came, The (256)	20th-Fox Myrna Loy-Tyrone Power (reissue)	June, '52	95m	Sept. 8, '39				
Rancho Notorious (color) (221)	RKO Marlene Dietrich-Arthur Kennedy	Mar. '52	89m	Feb. 9	1229	A	B	Very Good
Rashomon (Japanese) (268)	RKO Toshiro Mifune-Machiko Kyō	Mar. '52	86m	Jan. 12	1185	A	B	Excellent
Red Ball Express (218)	Univ. Jeff Chandler-Alex Nicol	May, '52	83m	May 3	1349	AY	A-1	Very Good
Red Mountain (color) (5113)*	Para. Alan Ladd-Lizabeth Scott	May, '52	84m	Nov. 17	1109	A	A-2	Good
Red Planet Mars	UA Peter Graves-Andrea King	May 15, '52	87m	May 17	1367	AY	A-2	Fair
Red River	UA John Wayne-M. Cliff (reissue)	June 6, '52	125m	July 17, '48				Excellent
Red Shoes, The (color) (Brit.)	UA Moira Shearer-Anton Walbrook	June 13, '52	133m	Oct. 23, '48	4357	AY	B	Excellent
Red Skies of Montana (color) (207)	20th-Fox Richard Widmark-Constance Smith	Feb. '52	98m	Jan. 26	1213	AY	A-1	Very Good
Red Snow (439)	Col. Guy Madison-Ray Mala	July, '52	75m	June 21	1418	AY		Good
Retreat, Hell! (115)	WB Frank Lovejoy-Anita Louise	Feb. 23, '52	95m	Feb. 9	1230	AY	A-1	Good
Return of the Texan (209)	Rep. Dale Robertson-Joanne Dru	Mar., '52	88m	Feb. 16	1237	AY	A-1	Fair
Ride the Man Down (color)	UA Brian Donlevy-Forrest Tucker	Nov., '52	90m	Nov. 1	1590			Good
Ring, The	UA Gerard Mohr-Rita Moreno	Sept. 26, '52	79m	Aug. 30	1510	AY	A-2	Good
River, The (color)	RKO Radha-Emson Knight	Feb. 15, '52	99m	Sept. 8	1006	AYC	A-2	Good
Road Agent (223)	Para. Tim Holt-Norine Nash	Mar., '52	60m	Feb. 9	1230	AYC	A-1	Good
Road to Bali (color)	Bing Crosby-Bob Hope	Dec., '52		July 17	(S)1443			
Robin Hood (see Story of Robin Hood)								
Rodeo (color) (5104)	Mono. Jane Fonda-John Archer	Mar. 9, '52	71m	Mar. 8	1262		A-1	Good
Rose Bowl Story, The (C) (5204)	Mono. Marshall Thompson-Vera Miles	Aug. 24, '52	73m	Aug. 30	1509		A-1	Excellent
Rose of Cimarron (color) (212)	20th-Fox Jack Buetel-Mala Powers	Apr., '52	72m	Mar. 8	1262	AY	A-2	Good
Rough, Tough West (487)	Col. Charles Starrett-Smylie Burnett	June, '52	54m	June 28	1427	AYC	A-1	Good
SAILOR Beware (5114)*	Para. Dean Martin-Jerry Lewis	Feb., '52	103m	Dec. 1	1125	AYC	A-1	Very Good
Sally and Saint Anne (225)	Univ. Ann Blyth-Edmund Gwenn	July, '52	90m	June 28	1426	AYC	A-1	Very Good
San Francisco Story (121)	WB Yvonne De Carlo-Joe McCrea	May 17, '52	80m	Apr. 12	1314	AY	B	Good
Savage, The (color) (5206)	Para. Charlton Heston-Susan Morrow	Nov., '52	95m	Sept. 20	1534	AYC	A-1	Good
Scandal Sheet (415)	Col. Broderick Crawford-Donna Reed	Mar., '52	82m	Jan. 12	1186	AY	A-2	Good
Scaramouche (C) (236)*	MGM Stewart Granger-Janet Leigh	June, '52	115m	May 17	1365	AYC	A-2	Excellent
Scarlet Angel (C) (222)	Univ. Yvonne De Carlo-Rock Hudson	June, '52	81m	May 31	1382	A	B	Good
Scotland Yard Inspector (5202)	Lippert Cesar Romero-Lois Maxwell	Oct. 31, '52	73m					
Sea Tiger (5218)	Mono. John Archer-Marguerite Chapman	July 27, '52	71m	Aug. 30	1510		A-2	Good
Secret Flight (Brit.)	Unity Ralph Richardson-Raymond Huntley	Aug., '52	74m	July 12	1442		A-2	Good
Secret People (Brit.) (5116)	Para. Valentina Cortese-Audrey Hepburn	Aug. 29, '52	87m	Aug. 30	1510		A-2	Fair
Shane (color)	* Para. Alan Ladd-Jean Arthur	Not Set		Apr. 19	(S)1323			
She's Working Her Way Through College (C) (118)*	WB Virginia Mayo-Ronald Reagan	July 12, '52	101m	June 7	1389	AY	B	Very Good
Singin in the Rain (color) (227)*	MGM Gene Kelly-Debbie Reynolds	Apr., '52	103m	Mar. 15	1281	AYC	B	Excellent
Sirkis Ahoy! (C) (233)*	MGM Esther Williams-Barry Sullivan	May, '52	109m	Apr. 12	1313	AYC	A-1	Excellent
Sky Full of Moon (311)	Col. Carleton Carpenter-Jan Sterling	Dec., '52	75m	Aug. 9	(S)1478			
Sniper, The (434)	Adolphe Menjou-Arthur Franz	May, '52	87m	Mar. 22	1290	A	A-2	Good
Snows of Kilimanjaro (color)	20th-Fox Gregory Peck-Susan Hayward	(Spec.)	114m	Sept. 20	1533	AY	B	Excellent
Somebody Loves Me (color) (5203)	20th-Fox Victor Mature-Patricia Neal	Oct., '52	97m	Aug. 23	1501	AY	A-2	Very Good
Something for the Birds (238)	Para. Joan Fontaine-Ray Milland	Oct., '52	81m	Ocl. 11	1558	AY		Good
Something to Live For (5105)	Univ. Tony Curtis-Piper Laurie	Mar., '52	89m	Feb. 2	1221	A	A-2	Good
Son of Ali Baba (color) (231)	Para. Bob Hope-Jane Russell	Sept., '52	75m	Aug. 23	1502		A-2	Good
Son of Paleface (color) (5124)*	Col. Mickey Rooney-Ann James	Aug., '52	95m	July 19	1453	AY	B	Excellent
Sound Off (color) (428)	Rep. Rex Allen	May, '52	83m	Apr. 12	1313	AYC	A-1	Good
South Pacific Trail	Bell Eric Portman-Nadia Gray	Oct. 20, '52	73m	Mar. 29	1298		A-2	Fair
Spider and the Fly, The (Brit.)	Bell Gary Cooper-Phyllis Thaxter	May 1, '52	73m	Oct. 4	1555			Good
Springfield Rifle (C) (204)	WB Clifton Webb-Ruth Hussey	Oct. 25, '52	93m	Aug. 30	(S)1511			
Stars and Stripes Forever (color)	20th-Fox Rosemary Clooney-Lauritz Melchior	Dec., '52	Not Set	Oct. 4	(S)1551			
Stars Are Singing, The (color)	Para. Ann Sheridan-John Lund	Mar., '52	85m	Mar. 8	1261	AY	A-2	Good
Steel Town (color) (215)	Univ. Joseph Cotten-Teresa Wright	Nov., '52	85m	Oct. 25	1582		B	Fair
Steel Trap (232)	20th-Fox Paul Henreid-Lizabeth Scott	June 16, '52	71m	June 7	1389			Good
Stolen Face (5109)	Para. Dean Martin-Jerry Lewis	Not Set	100m	Oct. 11	1557			Excellent
Stooge, The	Col. Diana Douglas-Rex Reason	July, '52	87m	Dec. 29	1169	AY	B	Good
Storm Over Tibet (416)	Rep. Richard Todd-Jean Rice	July, '52	84m	Dec. 22	1289	AYC	A-1	Very Good
Story of Robin Hood (C) (391)* Disney-RKO	Para. Jane Wyman-Will Rogers, Jr.	J. 26, '52	109m	July 19	1453	AYC	A-1	Excellent
Story of Will Rogers (color) (129)*	Col. Hugo Haas-Cleo Moore	Sept., '52	80m	Ocl. 4	1550	A	B	Fair
Strange Fascination (505)	Col. Nicole Stephane-Edouard Dermite	July, '52	95m	Aug. 9	1477			Good
Strange Ones, The (Fr.)	Mayer-Kingsley Angelica Hauff-Alexander Carlos	Mar. 28, '52	85m	Apr. 12	1315		B	Average
Strange World	UA Dirk Bogarde-Elizabeth Sellars	Aug., '52	84m	Aug. 23	1502	AY	A-2	Very Good
Stranger in Between, The (Brit.) (284)	Univ.							

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Streetcar Named Desire, A (104)* Sudden Fear (362)*	WB RKO	Vivien Leigh-Marlon Brando Joan Crawford-Jack Palance	Mar. 22, '52 Aug. '52	122m 110m	June 16 July 26	885 1461	A A	B A-2	Excellent Very Good
TALE of Five Women (Ital.) Tall Texan, The (5207)	UA Lippert	Bonar Colleano-Gina Lollobrigida Lloyd Bridges-Marie Windsor	Mar. 7, '52 Jan. 16, '53	86m	Feb. 16	1238	AY	A-2	Good
Tales of Hoffmann (color) (Brit.) Talk About a Stranger (228)	UA MGM	Moira Shearer-Robert Helpmann George Murphy-Nancy Davis	June 13, '52 Apr. '52	138m 65m	Apr. 7, '51 Mar. 1	793 1254	AY	A-2 A-2	Excellent Good
Target (227)	RKO	Tim Holt-Linda Douglas	Apr. '52	60m	Apr. 5	1306	AYC	A-1	Good
Tarzan's Savage Fury (225)	RKO	Lee Barker-Dorothy Hart	Apr. '52	80m	Mar. 22	1290	AYC	A-1	Good
Tell It to the Marines (5212)	Mono.	Leo Gorcey-Huntz Hall	June 15, '52						
Thief, The	UA	Ray Milland-Rita Gam	Oct. 10, '52	85m	Sept. 27	1541		A-2	Excellent
Thief of Damascus (color) (427)	Col.	Paul Henreid-Jeff Donnell	Apr. '52	78m	Mar. 29	1297	AYC	B	Good
Thief of Venice	20th-Fox	Maria Montez-Paul Christian	Dec. '52						
This Above All (253)	20th-Fox	Tyrone Power-Joan Fontaine	(reissue)	110m	May 16, '52				
Three for Bedroom C (color) (124)	WB	Gloria Swanson-James Warren	May 21, '52	74m	May 31	1383	AYC	A-2	Fair
Three Sinned (French)	Sachsen	Fernandine-Line Noro	July, '52	84m	Aug. 2	1471			Average
Thunder in the East	Para.	Alan Ladd-Deborah Kerr	Jan. '53	98m	Nov. 1	1590			Fair
Thundering Caravans (5173)	Rep.	Allen Rocky Lane	July 20, '52	54m	Aug. 2	1471		A-1	Good
Timber Wolf (5222)	Mono.	Kirby Grant	Dec. 28, '52	63m					
To the Shores of Tripoli (color) (257)	20th-Fox	John Payne-Maureen O'Hara	(reissue)	86m	Mar. 14, '42				
Tomorrow Is Too Late (Ital.)	Burstyn	Pier Angeli-Vittorio De Sica	Apr. 12, '52	103m	Apr. 19	1322	AY	A-2	Excellent
Too Many Girls (382)	RKO	Lucille Ball-Desi Arnaz	(reissue)	85m					
Torpedo Alley (AA-23)	AA	Mark Stevens-Dorothy Malone	Nov. 30, '52		Sept. 20	(S) 1535			
Toughest Man in Arizona (C) (5109)	Rep.	Vaughn Monroe-Joan Leslie	Oct. 10, '52	90m	Oct. 25	1582		A-1	Good
Trail Guide (219)	RKO	Tim Holt-Linda Douglas	Feb. '52	60m	Feb. 2	1222	AYC	A-1	Good
Treasure of Lost Canyon (C) (209)	Univ.	William Powell-Julie Adams	Mar. '52	81m	Feb. 6	1237	AYC	A-1	Good
Tromba, the Tiger Man (5201)	Lippert	Special Cast	Nov. 14, '52	63m					
Tropic Zone (color)	Para.	Ronald Reagan-Rhonda Fleming	Jan. '53		Nov. 1	(S) 1591			
Tropical Heat Wave (5126)	Rep.	Esterline-Robert Hutton	Oct. 1, '52	74m	Oct. 11	1559		A-1	Good
Tulsa (color)	UA	Susan Hayward-R. Preston	(reissue)	90m	Mar. 19, '49				Excellent
Turning Point, The (5205)	Para.	William Holden-Alexis Smith	June 6, '52	85m	Sept. 20	1533	AY	A-2	Good
UNDER the Red Sea (305)	RKO	Documentary	Oct. '52	67m	Oct. 4	1549	AYC	A-1	Very Good
Untamed Frontier (color) (230)	Univ.	Joseph Cotten-Shelley Winters	Sept. '52	75m	July 19	1454	AY	A-2	Good
Untamed Women	UA	Lyle Talbot-Doris Herrick	Sept. 12, '52	70m	Aug. 23	1503		A-2	Fair
VALLEY of Eagles (5114)	Lippert	Jack Warner-Nadia Gray	Apr. 25, '52	83m	Mar. 22	1290	AYC	A-2	Excellent
Viva Zapata (204)*	20th-Fox	Marlon Brando-Jean Peters	Mar. '52	113m	Feb. 9	1229	AY	A-2	Excellent
Voodoo-Tiger	Col.	Johnny Weissmuller-Jean Byron	Nov. '52	67m	Nov. 1	1590		B	Fair
WAC from Walla Walla (5123)	Rep.	Judy Canova-Stephen Dunne	Oct. 10, '52	83m	Oct. 25	1582		A-1	Good
Wagon Team (476)	Col.	Gene Autry	Sept. '52	61m	Sept. 13	1526	AY	A-1	Good
Wagons West (color) (5203)	Mono.	Peggie Castle-Rod Cameron	July 6, '52	70m	June 21	1418		A-1	Good
Wait 'Till the Sun Shines, Nellie (color) (220)	20th-Fox	Jean Peters-Hugh Marlowe	July, '52	108m	May 31	1381	AY	A-2	Excellent
Walk East on Beacon (426)*	Col.	George Murphy-Virginia Gilmore	July, '52	98m	Apr. 26	1329	AY	A-1	Very Good
Wall of Death (Brit.)	Realart	Susan Shaw-Maxwell Reed	Apr. '52	80m	Apr. 19	1321		A-2	Fair
Washington Story (238)	MGM	Van Johnson-Patricia Neal	July, '52	82m	June 28	1425	AY	A-1	Excellent
Way of a Gaucho (color) (229)	20th-Fox	Gene Tierney-Rory Calhoun	Oct. '52	91m	Oct. 4	1549		A-2	Good
We're Not Married (221)	20th-Fox	Ginger Rogers-David Wayne	July, '52	85m	June 28	1425	AY	B	Excellent
What Price Glory (color) (226)	20th-Fox	James Cagney-Dan Dailey	Aug. '52	111m	Aug. 2	1469		A-2	Excellent
When in Rome (229)	MGM	Van Johnson-Paul Douglas	Apr. '52	78m	Mar. 1	1253	AY	A-1	Very Good
Where's Charley? (color) (130)	WB	Ray Bolger-Allyn McLerie	Aug. 30, '52	97m	June 28	1425	AYC	A-1	Very Good
Whispering Smith vs. Scotland Yard (222) (Brit.)	RKO	Richard Carlson-Greta Gynt	Mar. '52	77m	Mar. 15	1282	AY	A-2	Good
White Corridors (Brit.)	Rank	Googie Withers-Godfrey Tearle	June 21, '52	102m	June 21	1418			
Wild Heart, The (274) (color)	RKO	Jennifer Jones-David Farrar	July, '52	82m	May 31	1382	A	B	Good
Wild Horse Ambush (5069)	Rep.	Michael Chapin-Eileen Janssen	Apr. 15, '52	54m	May 10	1357	AYC	A-1	Good
Wild North, The (color) (226)	MGM	Stewart Granger-Cyd Charisse	Mar. '52	97m	Jan. 19	1193	AYC	A-2	Good
Wild Stallion, The (5205)	Mono.	Ben Johnson-Edgar Buchanan	May 12, '52	70m	May 24	1374		A-1	Good
Willie & Joe Back at the Front (233)	Univ.	Tom Ewell-Harvey Lembeck	Oct. '52	87m	Oct. 4	1550	AYC	A-1	Very Good
Wings of Danger (5106)	Lippert	Zachery Scott-Robert Beatty	Apr. 11, '52	72m	Aug. 9	(S) 1478		A-2	
Winning Team, The (125)	WB	Doris Day-Ronald Reagan	June 28, '52	98m	May 24	1373	AYC	A-1	Excellent
With a Song in My Heart (C) (210)*	20th-Fox	Susan Hayward-David Wayne	Apr. '52	117m	Feb. 23	1245	AYC	B	Excellent
Without Warning	UA	Adam Williams-Meg Randall	May 8, '52	75m	Apr. 5	1307	A	A-2	Very Good
Women of the North Country (5144) (formerly Minnesota) (color)	Col.	Rod Cameron-Ruth Hussey	Sept. 5, '52	90m	Aug. 2	1470	AY	A-2	Good
Woman's Angle, The (Brit.)	Stratford	Edward Underdown-Kathy O'Donnell	Sept. 29, '52	90m	June 21	1417	AY	A-1	Excellent
World in His Arms, The (C) (227)*	Univ.	Gregory Peck-Ann Blyth	Aug. '52	104m					
Wyoming Roundup (formerly Hired Guns) (5254)	Mono.	Whip Wilson	Nov. 9, '52	69m	July 12	(S) 1443			
YANK in Indo-China, A (435)	Col.	John Archer-Jean Willes	May, '52	67m	Apr. 12	1315	AY	A-1	Average
Yankee Buccaneer (234) (color)	Univ.	Jeff Chandler-Scott Brady	Oct. '52	86m	Sept. 13	1525	AY	A-1	Very Good
You Can't Beat the Irish (Brit.)	Stratford	Michael Dolen-Jack Warner	Mar. 17, '52	82m				A-2	
You for Me (240)	MGM	Peter Lawford-Jane Greer	Aug. '52	71m	July 26	1462	AY	B	Good
Young and the Damned, The (Mex.)	Mayer-Kingsley	Estela Inda-Alfonso Mejia	Mar. 24, '52	80m	Apr. 19	1322		C	Very Good
Young Man With Ideas (230)	MGM	Glenn Ford-Ruth Roman	May, '52	84m	Mar. 1	1254	AY	A-2	Fair
Young Wives Tale (Brit.)	Stratford	Audrey Hepburn-Nigel Patrick	June 9, '52	80m					
Yukon Gold (5221)	Mono.	Kirby Grant	Aug. 31, '52	62m	July 12	(S) 1442			

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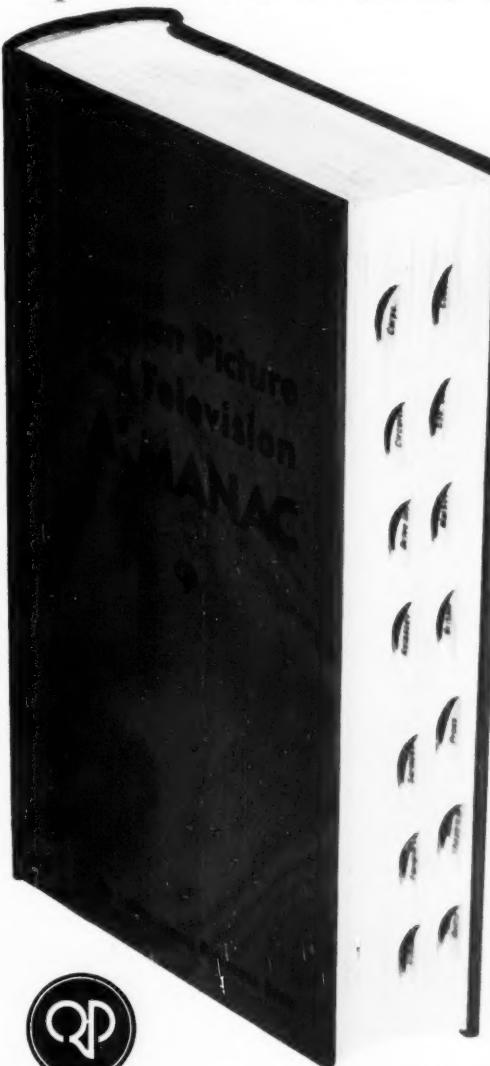
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